JULY 19, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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DETROIT

INSTITUTE FOR EDUCATION BY RADIO

First Award

FOR News Interpretation Program

SERIES "Outland Speaks"

OVER Station KLZ

PROGRAM: "PIERRE LAVAL"

SEVENTH ANNUAL AMERICAN EXHIBITION OF EDUCATIONAL RADIO PROGRAMS

SPONSORED BY 14TH INSTITUTE FOR EDUCATION BY RADIO

OHIO STATE UNIVERSITY • APRIL 30 TO MAY 3, 1943

HENRY OUTLAND, Illinois-born, Harvard-educated journalist, knows the European countries and their people from actual experience during 25 years residence there. Mr. Outland's broadcasts, developed on KLZ with the cooperation of the Rocky Mountain Radio Council, first were heard as a once-weekly sustaining feature. Their acceptance by listeners was immediate and the program is now commercially sponsored five times a week.

KLZ Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

Mr. Time-Buyer:

WOW

590
K.C.
★
5000 WATTS
★
NBC

alone

EFFECTIVELY COVERS

OMAHA *plus*

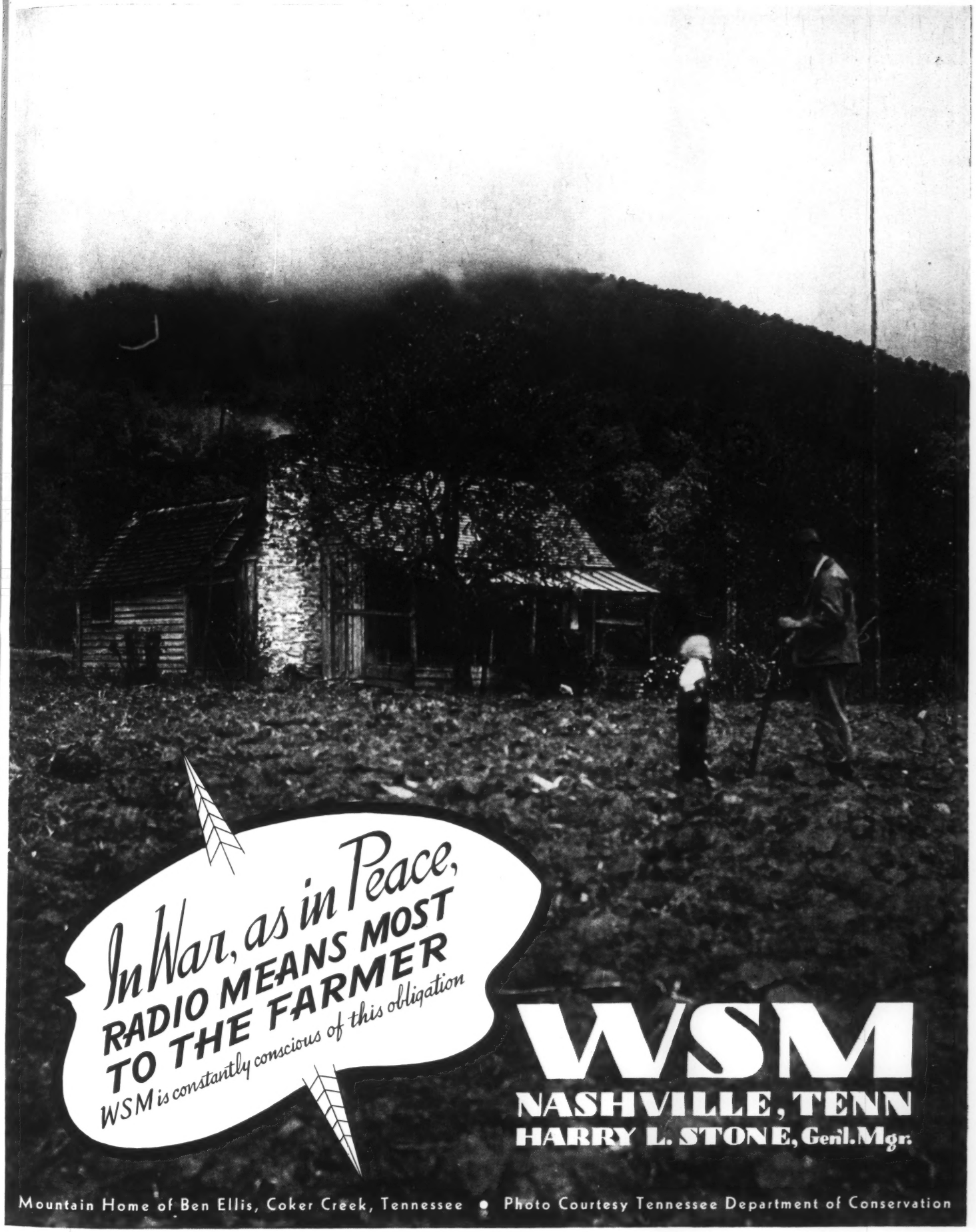
333 COUNTIES

in NEBRASKA, WESTERN IOWA, KANSAS,
SOUTH DAKOTA, MINNESOTA, AND MISSOURI

RADIO STATION WOW, INC.
OMAHA

John J. Gillin, Jr., President
JOHN BLAIR & COMPANY, REPRESENTATIVE

XUM


In War, as in Peace,
RADIO MEANS MOST
TO THE FARMER
WSM is constantly conscious of this obligation
WSM
NASHVILLE, TENN
HARRY L. STONE, Genl. Mgr.
Mountain Home of Ben Ellis, Coker Creek, Tennessee • Photo Courtesy Tennessee Department of Conservation

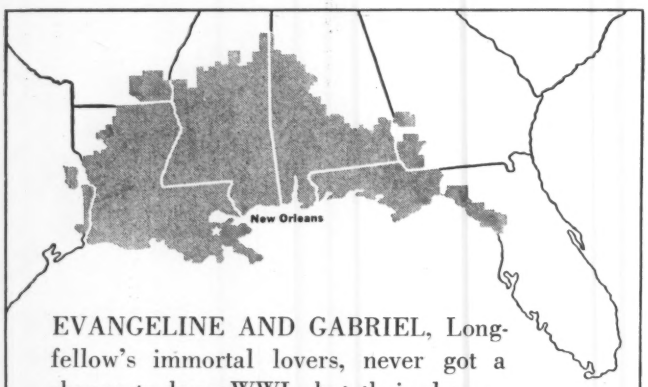
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The Famed

"Evangeline Country"

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



EVANGELINE AND GABRIEL, Longfellow's immortal lovers, never got a chance to hear WWL, but their descendants in Acadia, Louisiana, certainly do!

5 TIMES as strong as any station for hundreds of miles, WWL's 50,000 watts simply dominate Deep South radio dials. If you want to sell this prosperous slice of America, you want—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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KOIL *is the most economical buy in OMAHA*

For Outstate Nebraska- **KFAB** *is a must!*

This is The WEST VIRGINIA NETWORK

WPAR
CBS
250 on 1450

WBLK
NBC
250 on 1400

WSAZ
BLUE
1000 on 930

WCHS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK

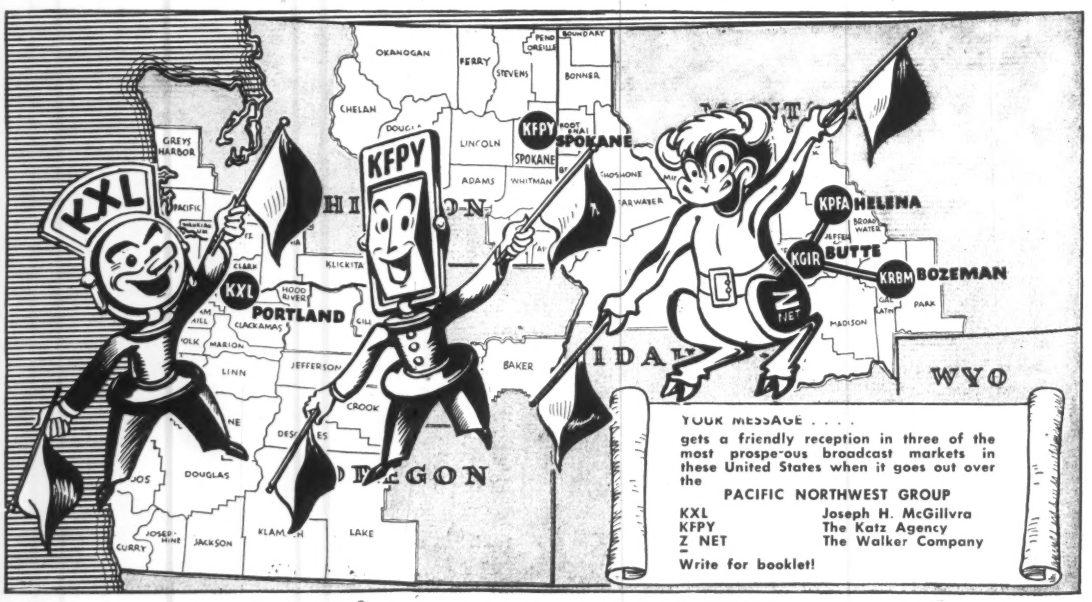
JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

A message to
Advertisers
Advertising Agencies
Broadcasters
from **LEONARDO**
(1452-1519)

Time
Stays Long Enough
For Those Who Use It



XUM

WNEW vs. Soap Operas

● Some people say daytime serials upset people's nerves and things. Maybe so, but we don't believe it.

But we do know there are more people in New York who *don't* listen to soap operas than there are people who *do*. It's not so much their nerves—they just like music.

From 10 a.m. to 6 p.m. when soap opera heroines are coming to grips with life on the two big networks, here's what's happening on the other New York stations:*

WNEW has a 23% larger total audience than the next nearest network station.

WNEW has a 31% larger total audience than the second nearest network station.

WNEW has an 80% larger total audience than the next nearest independent station.

And with the others, there's no contest.

When you're buying New York, buy the biggest audience for the least amount of money—buy WNEW.

*Source: *The Pulse of New York, May, 1943.*

WNEW

501 MADISON AVENUE · NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

J. C. RAPP

STATION MANAGER, KMA, SHENANDOAH, IOWA

1916	Operated amateur station 9AKM
1919-20	Operated amateur station 9BAH
1921-23	School of Electrical Engineering, Des Moines University
1923-25	Operations Manager, KFLZ, Atlantic, Iowa
1925	Installed original equipment for KMA, Shenandoah, Iowa; became Chief Engineer
1926	Founded Radio Station KSOO, Sioux Falls, S. D.
1927	Operations Manager, KMA, Shenandoah
1935	Station Manager, KMA, Shenandoah

IT'S not very often in this wicked world that a fellow who installs the technical equipment in a radio station returns later to become its manager. Certainly that's at least very rare where the station is so merchandising-minded as to be known as one of the most spectacular mail-pullers in the U. S.! But that's what happened with "Cy" Rapp at KMA, and quite a feather in his cap, if you ask us!

Speaking of "asking us"—have you ever discovered how much time you can save by *asking us* about some of the dozens of market and station situations that you have to dig out when making up a station list? Of course we don't *mind* it when you simply hand us your orders on a silver platter—but on the other hand, we've got a rather amazing accumulation of general and specific information in each of our offices, and it's yours for the asking. We've spent lots of dough to accumulate it, and we really *like* to show you what we can do. . . .

Also, we've got teletypes to all "our" stations, and to all our other offices. So if and when you want any kind of dope, no matter what, you'll get it *quickly* from us. That's another way we "strive to please!", here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 — NEW YORK: 247 Park Ave., Plaza 5-4131 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 — ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING and Broadcast Advertising

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Spot Sales Boom; May Top 1942 Record

Some Stations Sold Out on Minute Schedules

By DORIS HILLMAN
New York Bureau

ALTHOUGH no one in the radio or advertising agency field was willing to hazard a guess last January as to the 1943 outlook for spot radio, even the blackest pessimist at that time will have to admit now that spot is more than holding its own this summer, with prospects of bettering last year's all-time high.

Active Categories

The general consensus among agency executives contacted by BROADCASTING is that spot is definitely "good" this year —and getting better as fall budgets enter the consideration stage. Several agencies reported their spot business at a peak, complaining only that availabilities for one-minute announcements are poor.

Some larger network affiliated stations are sold out on such schedules, although they have open an ample amount of five-minute and quarter-hour strips, timebuyers report, adding that this situation seems to be reversed at smaller non-network outlets.

The only agencies reporting a curtailment or "dropping off" of spot schedules seem to be those with an abundance of accounts whose products have been seriously affected by the war — whether through shortages, transportation difficulties, rationing, or complete conversion to war work, as in the automotive field.

However, even these agencies can usually cite new advertisers entering the spot picture for the first time, or regular spot users who have expanded past schedules or are breaking precedent by continuing last winter's campaigns through the warm months.

Classifying generally the various types of spot advertising, the most active as well as "new to radio" groups this summer seem to be proprietaries, especially vitamins and other health products; cereals and breads; beverages; cosmetics, with particular emphasis on the new liquid makeups to replace hosiery; amusements, including most of the large motion picture companies, and publishers of inexpensive guides for such necessary wartime interests as home nursing and victory gardening.

The boom in vitamin concentrate sales, which last year reached an all-time high of $130,896,000, according to a survey by *Drug Topics*, has brought new business to spot as well as to network radio. Outstanding advertisers in this classification are leading radio advertisers in the food, soap and pharmaceutical field, who have added new vitamin products to their lines within the last year and a half. Most recent newcomer in the vitamin field is Standard Brands, which recently expanded the campaign area for Stamms to 26 Mid-Central states.

S-B introduced another vitamin, Stan-B on 29 West Coast stations in May. Bexel, a McKesson & Robbins product, is currently promoted on about 80 stations. Others active in the field include Lever Bros. (Vimms); Grove Labs; and Block Drug Co. In many cases advertisers already on the networks for other products supplement spot with cutins and trailers for their vitamins.

Vitamin Market

Expanding the market for vitamins are such factors as food rationing, the highly publicised government nutrition program, with its emphasis on vitamin values, and increasing consciousness of health in relation to the war effort. Awareness of vitamin appeal to the consumer is apparent in the trade names of food and beverage products with vitamin content. Two potential spot advertisers in this field are Nutri-Cola Co., for its Vitamin B-1 beverage, and Sweets Co., for a new milk fortifier, Tootsie V-M. Elway Food Products' Vitamalt, introduced earlier this year, recently expanded its original campaign to 120 stations.

Aside from companies promoting vitamin products as a means of keeping health in these trying war days, many manufacturers of cold remedies are foregoing their usual summer hiatus periods, as for instance the makers of Luden's Cough Drops, who for the first time in years of winter spot radio advertising, are continuing on about 31 outlets in major markets, aiming copy at hayfever and summer cold sufferers. Other such advertisers who are active this summer are Grove Laboratories and Vick Chemical (for its nose drops). At the same time plans for the fall campaigns for Musterole and Pertussin cough medicine are already well under way. Also abandoning

(*Continued on page 50*)

Spot Activity at High Level in Midwest

New, Renewal Business Both Running Heavy, Survey Shows

By JAMES J. McGUINN
Chicago Bureau

MIDWEST spot advertising expenditures for the coming fall and winter are likely to show gains of 20 to 30% over the same period last year, with old accounts holding or increasing previous time, and heavy renewal and new business expected, a roundup of opinions gathered from leading station representatives, advertising agency executives and station managers, revealed last week.

The optimism was due in large part to advertisers having adjusted themselves to the price and priority difficulties experienced last year. Station managers in general see an increase of business, with practically every old advertiser returning to the air and with the previously occasional radio advertisers buying up what little available time is left. In some cases station men feel that many new radio advertisers will break into the medium and that there will be a pioneering of new accounts using new avenues in commercials.

Sponsors of everything from watches and tobacco to soap, shoes, bread, wine and insurance, are expected to spend a large amount of their increasing incomes for radio.

News Shows Sought

Station representatives queried say the old standbys are returning in great strength and that, as well, many who stayed on the air during the summer in order to keep their time, will expand in the fall. More household supplies and food accounts are predicted by the representatives from their reports. Expressing their belief in a definite increase in all types of programs, they say that news shows will gain greater popularity, with a likelihood of less transcribed music due to the Petrillo ban. One instance was quoted which showed an increase in spot time in May of 26% over last May, in June of 30% over last June, and an anticipated 40% increase this July over July, 1942.

Advertising agencies see a heavy increase in news shows and specially built programs to meet growing competition, with quarter-hour spot programs leading the field, and many new accounts going network. Another trend, one agency points out, is toward the use of 1,000 and 5,000-watt stations. Rationing effects have now been stabilized and the advertiser sees the need to offset greatly increased competition for his fewer products, it is pointed out. In many cases there will be switchovers, such as those by automobile firms advertising to buy used cars instead of trying to sell their stock on hand. In the case of furniture, for example, dealers will offer to reupholsters suites they once sold new, and in some instances, the change will require turning from direct selling to institutional copy. That this will continue to increase is evident from trends now apparent, wherein industries using radio as "classified ads" meet their manpower quota and carry out the balance of the contract selling the industry.

The opinions expressed revealed most optimistic possibilities for the coming fall and winter, in which new highs in business and advertising should be reached.

New War Ad Drive Gets Under Way

Leaders Ask Advertisers For Half-Billion of Time and Space

THOUSANDS of the nation's leading businessmen gathered before radios in studios, conference rooms and at special banquets in hundreds of communities throughout the country July 14 to hear a special War Advertising Council broadcast in which Government leaders of the home front appealed for $500,000,000 in advertising to help the war information job, twice the amount contributed by industry last year.

The broadcast, heard nationwide over NBC, sparked the campaign of the WAC to get "A War Message in Every Ad." It included talks by Elmer Davis, director of OWI, who acted as m.c.; Judge Fred M. Vinson, director of Economic Stabilization; Donald M. Nelson, chairman of the WPB; Judge Marvin Jones, War Food Administrator, and Chester J. LaRoche, chairman of the WAC.

PARTICIPATING in the special broadcast July 14 opening the War Advertising Council campaign to double advertising's contribution to the war were (l to r): Elmer Davis, director of OWI; Marvin Jones, War Food Administrator; Donald M. Nelson, chairman of WPB; Fred M. Vinson, director of Economic Stabilization; and Chester J. LaRoche, chairman of War Advertising Council. The group gathered at the NBC studios in Washington, D. C., where the broadcast originated.

Davis Opens Appeal

Mr. Davis opened the broadcast by appealing for a performance on the home front to match the achievements of the men on the fighting fronts. Asserting that the people will respond "if they know what is expected of them, and why, and believe it makes sense," the OWI chief said the stimulus of advertising is needed.

Mr. Davis explained that the Government had decided to rely on privately controlled advertising because American advertising men were specialists in its use, and because any Government advertising scheme, regardless of tremendous cost, couldn't do the job as well. He praised advertisers in general for their cooperation, particularly radio, which he said "has made a tremendous contribution." He also praised the work of WAC, commenting that it had functioned "unselfishly almost since the day of Pearl Harbor."

After an introduction by Mr. Davis each of the other Government leaders explained specific problems of their organizations, and told businessmen how war advertising could make the job easier.

LaRoche Explains Need

Mr. LaRoche explained WAC's plan of "A War Message in Every Ad." Emphasizing that the Council "has no selfish axe to grind" and that "it represents no political party and no pressure group" he asked that $500,000,000 in advertising, one third of all advertising expenditures, go to war. "The total contribution of the entire advertising field in the past 12 months was at least $250,000,000," he said. "And now twice that amount, or $500,000,000 worth of space and time is needed. Twice as much because the job is twice as big."

Mr. LaRoche described a two-fold goal: one-third of all advertising space devoted exclusively to war; and a war message in every ad. "As an advertiser", he told the businessmen listening in, "this means that some of your space should be devoted entirely to war messages, and all of your space should contain a war message. Because your ad devotes most of its space to a product is no reason why a war message cannot also be included," he declared.

The WAC chairman urged media and local businessmen to arrange pools of space or money to do the job on the local level. Citing experiments in Houston, Cleveland, Louisville, Portland and Hartford, he asked that the pools cover advertising needs for the next six months. "No community in this country can fairly say that it is doing its war job until it is similarly organized," he said.

Must Arouse Public

Mr. LaRoche said war advertising involved more than a picture of a plane or tank or gun, and that it told more than the story of how a company's product was helping win

(*Continued on page 54*)

MBS Volume Discount Plan Revises Rates, Shifts Markets

A REVISION of the Mutual volume discount plan, embodying reductions in maximum discounts on stations in "B" and "C" markets and a shift from the present frequency system to a dollar volume plan, was announced by Miller McClintock, President of MBS, following a meeting of the network's board and shareholders in New York last week. Mr. McClintock also announced a change in the network's option time schedule, making 5½ hours of network time on weekdays and 5 hours on Sundays available to MBS advertisers. On the basis of current network sales, he predicted gross billings of $14,000,000 for MBS in 1943.

The new volume discount plan goes into effect Nov. 1, 1943, with current advertisers not affected until Nov. 1, 1944, and those signing Mutual contracts before November of this year also receiving a year's protection. Maximum discounts for "A" markets remain at 50%, under the new plan. For "B" market stations the maximum discounts drop from 60% to 50% and for "C" market stations from 75% to 60%.

"The new plan," Mr. McClintock explained, "reducing as it does the discounts on our stations in home-town markets, is in line with several Mutual research studies conducted in the past six months for individual Mutual shows which have uncovered increases of from 100% to 379% in audiences compared to the more regularly surveyed centers." He added that 14 MBS clients are now using the full network plan and that in 1943 six clients have increased their Mutual hook-ups to "take advantage of Mutual's growing audiences in the important home-town markets of America."

In Line With Others

Switch from a frequency to a dollar volume discount system will put MBS in line with the current practices of the other major networks. Under the present set-up an advertiser taking 13 quarter-hour daytime periods receives the same rate of discount as another client taking 13 full evening hours,

(*Continued on page 59*)

WLB Considering Disc Hearing Data

Further Testimony Possible In Case Against Petrillo

THE RECORD of AFM President James Caesar Petrillo's hearing before the War Labor Board was under study last week while members sought to decide whether or not the tribunal should intervene in the impasse between Mr. Petrillo and seven firms making transcriptions.

With a decision expected daily possibility that the board would order further hearings to determine the issues in Mr. Petrillo's strike gained credence. These hearings, tantamount to board acceptance of jurisdiction, would probably result in a determined effort by the WLB to settle the case.

Possible Action

If the board wished to avoid further hearings, it could accept jurisdiction, and order Mr. Petrillo to resume transcription making pending settlement of the strike. On the other-hand, the board could yield to the arguments of Mr. Padway, AFM counsel, and refuse to consider the case.

Most observers believed, however, that the board would accept jurisdiction, and schedule further hearings in the matter. Although Mr. Padway had argued extensively in an effort to disown AFM arguments before Judge Barnes in Federal court in Chicago, there was feeling that he had not fully convinced the WLB that Mr. Petrillo and the transcription companies were not involved in a labor dispute. Mr. Padway and Mr. Petrillo had argued before the WLB July 9 that the union had stopped working for transcription companies and that it was unwilling to work under any conditions. Thus, the AFM claimed, there was no strike but a complete severance of relationship [BROADCASTING, July 12].

Fla. Citrus Projects

FLORIDA CITRUS COMMISSION, Lakeland, Fla., has appropriated $7,000 for a program of advertising, sales promotion and publicity for Florida limes. With a spot radio campaign in view, the Commission is studying the results of a recent three-week test of the effectiveness of the media in promoting canned grapefruit juice in Syracuse and Providence [BROADCASTING, May 31]. The sum of $49,000 has been allocated for research on new uses for citrus fruits, and for other projects leading to a development of the industry. Agency is Blackett-Sample-Hummert, New York.

Agash May Expand

AGASH REFINING Corp., Brooklyn, through its recently appointed agency, Diener & Dorskind, New York, has started an advertising campaign for Royal Cook edible oil. Radio is confined to participations on WOR, New York, for the present but expansion will be considered about Aug. 1.

FDR Home-Front Warning Hits Fly Attacks

Inquiry By House Resumes Today For Week

PRESIDENT Roosevelt's stinging rebuke to Vice-President Wallace and Secretary of Commerce Jones last Friday along with his summary warning to all Government agencies that he will not condone further home-front bickering, is regarded as clear-cut notice to FCC-BWC Chairman James Lawrence Fly directly related to his barrage of press-release attacks upon the House Select Committee inquiry into the FCC.

Mr. Fly, in his memorable July 4 press release—first of a series—charged that the Cox Committee had joined forces with the military and the "radio monopoly" to "wreck the Commission". His subsequent criticisms, including three last week, were directed against the Committee and its counsel, and were couched in screaming terms.

'Nervous Strain'

The President's letter to the heads of all departments and agencies, was clearly applicable to the conditions prevailing at the FCC, according to Washington observers. It had been reported earlier [BROADCASTING, July 12] that the White House had told Mr. Fly that it would not countenance further outbursts.

In his blanket letter, the President called attention to a previous letter of Aug. 21, 1942 in which he stated that "disagreements either as to fact or policy should not be publicly aired, but are to be submitted to me by the appropriate heads of the conflicting agencies". Notwithstanding these positive instructions, he added "disagreements between agencies have been publicly aired on several occasions."

"I realize the nervous strain under which Government officials are working in wartime but I cannot overlook any further violations of my instructions", the President said. "By this letter I do not place any restrictions upon your furnishing statements in response to Congressional inquiries. But if when you have a disagreement with another agency as to fact or policy, instead of submitting it to me or submitting it to the director of War Mobilization for settlement under the terms of the [Executive] Order creating that office, you feel you should submit it to the press, I ask that when you release the statement for publication, you send to me a letter of resignation.

Durr Petition

"If any subordinate of yours violates my instructions in this regard, I shall expect you to ask for his immediate resignation."

Also seen as possibly affected by the President's blunt warning is the effort of Commissioner C. J. Durr to have Chairman E. E. Cox, of the investigating committee, removed. He petitioned Speaker Rayburn on May 13 to have Judge Cox disqualified on grounds of "bias". The petition is pending before the House Judiciary Committee, which failed to act prior to the recess a fortnight ago.

Meanwhile, the House Committee has adopted the new strategy of withholding names of witnesses until they appear, evidently because of past experiences. Hearings resume today (July 19), to run the entire week.

The Committee, it is understood, will pursue the military phase of its inquiry, which was unceremoniously blocked last week, with the disclosure that President Roosevelt himself had stepped in to prevent delivery of files relating to the recommended transfer of the Radio Intelligence Division and the Foreign Broadcast Monitoring Service of the FCC to the Army. Other evidence developed by Committee General Counsel Eugene L. Garey and his staff presumably will be offered in evidence, with a number of witnesses to be subpoenaed.

The running fight of FCC Chairman Fly with the Committee and its counsel continued unabated last week, with Mr. Fly challenging the Committee every inch of the way. His refusal at the July 9 session, during a two-hour grilling by Mr. Garey, to testify on the "secret" trial of Neville Miller, NAB president, by the Board of War Communcaitions of which Mr. Fly also is chairman, led to speculation about possible contempt of Congress proceedings against the FCC-BWC chairman.

Under Instruction

Mr. Fly declined to discuss the Miller trial (which resulted in the NAB President's exoneration on charges of "breach of trust") on the ground that he was under instruction by the five-man BWC not to release any information because it might "adversely effect the national security or injure the national prestige". Mr. Garey held that no secret information was sought and recited that the charges were brought in an effort by Mr. Fly to "punish" the NAB president because of his opposition to FCC policies. The allegations, Mr. Garey brought out, were that Mr. Miller, chairman of the Domestic Broadcasting Committee of BWC, had released to the industry "confidential" data relating to the critical employment situation in the broadcasting industry as essential to the war effort and evolution of plans for creation of a broadcast equipment pool, which would have been administered by the FCC.

Contempt of Congress proceedings, a rare but not unprecedented action, have not been formally considered by the Committee, but the matter has been discussed. Mr. Garey asserted he and his staff were preparing a report on the statutes covering refusal of witnesses to testify before Congressional committees, but that the decision lay with the Committee. It was presumed that no action would be taken until Congress reconvenes Sept. 14. The maximum penalty for contempt, under the United States code, is not more than $1,000 nor less than $100 and imprisonment "in a common jail for not less than one month nor more than 12 months".

Whether any action would be taken by the Committee in the light of the refusal of the President to permit the Army, Navy or Budget Bureau to present files dealing with FCC activities was not disclosed. Chairman Cox said following the July 9 hearing that the Committee would not press this matter for the present but that if it found itself "too seriously handicapped", it would feel called upon to refer the matter back to the House for action. As to all other witnesses and testimony, however, Mr. Cox said the Committee would insist upon testimony and production of requested documents.

Plan for Week

Acting Secretary of War Patterson and Acting Secretary of the Navy Forrestal simultaneously, and based on the views of the President, refused to permit some two dozen officers to testify before the Committee in connection with the recommendation of the Joint Chiefs of Staff that the FCC's so-called war activities be transferred to the Army.

Presumably this week's testimony will be given over almost entirely to the war activities matter and to the development of data procured by the Committee in five months of preliminary investigation of the FCC. The recital of more than 50 "charges" against the FCC and Chairman Fly pertaining to national defense activities, it is expected, will be covered.

The Neville Miller matter, it is assumed, will be covered in other ways. While no word came from the Committee, it would not surprise observers to see Mr. Miller himself and F. M. Russell, NBC

(*Continued on page 56*)

IT'S NOT TRUE

Says Fly's Reassuring Memo To FCC Staff

WITH EVENTS breaking thick and fast about the FCC, Chairman James Lawrence Fly last Monday dispatched to the FCC's entire roster of personnel (2142, including 962 in Washington and 1180 in the field) reassuring word on the outcome of the House select committee investigation of the FCC. His memorandum follows in full text:

Recent stories in the press and over the radio have contained serious allegations about the operations of the Commission. These stories are not based upon facts but are merely unsubstantiated charges. I want to assure the staff that when an opportunity is given, the Commission will prove each and every charge to be utterly without foundation. In the meantime the Commission knows that it will have the loyal support of all of you and that you will continue to render the same efficient and devoted services that have characterized your work in the past. One of the more laudable by-products of the investigation at least will be that the public too will have an opportunity to become acquainted with the qualities of the Commission's staff, which is made up of as patriotic, hard-working and capable a group as can be found in or out of the Government.

CROWLEY IN RADIO BUSINESS

New OEM Director Owns Share in WEMP, With Group Including Sen. R. M. LaFollette

LEO T. CROWLEY, newly appointed director of the Office of Economic Warfare, is in the broadcasting business, after a fashion. He owns 1-32d of the stock of WEMP, Milwaukee, in his home state, which he acquired March 2 when the FCC approved a change in the assignment of the station's license. His assistant, both as Alien Property Custodian and as chairman of the Federal Deposit Insurance Corp., James T. Markham, owns 3-32d of WEMP. The 53-year-old bachelor has as his associates in the ownership of WEMP the following:

Glenn R. Roberts, Madison attorney, and his wife, Melva Roberts, 3/8 and 1/8 respectively; Senator Robert M. LaFollette Jr., 1/8; Evalyn H. Dolph, wife of William B. Dolph, executive vice-president of WOL, Washington, 1/16; Hope Pettey, wife of Herbert L. Pettey, director of WHN, New York, 1/16; Dr. Wellwood Nesbitt, Madison physician, 1/8.

The half-interest in WEMP was acquired by the group for approximately $50,000, 45% coming from Gene Dyer, operator of WAIT and WGES, Chicago, while Mr. Roberts sold off 5% of the 55% he held.

NAB Sales Managers Advocate Continuing Discount Principle

Executive Committee Condemns Cow-Catcher and Hitch-Hike Spots, Votes Announcement Survey

THE PRINCIPLE of continuing discount—that is, if a commercial contract is continued without interruption beyond the maximum discount period, that discount shall continue to apply — was unanimously approved by the NAB Sales Managers Executive Committee at a meeting held last Wednesday at the Hotel Roosevelt, New York. Meeting was held under the chairmanship of Dietrich Dirks, KTRI, Sioux City, Ia., recently appointed as chairman of both this group and of the NAB Sales Managers Committee.

Group also approved a resolution introduced by John M. Outler, WSB, Atlanta, condemning the practice of cow-catcher and hitch-hike announcements on both network and spot programs, which was referred to the NAB board of directors for action.

Praise for Promotion

A proposal that an arbitration clause be included in the standard contract form, calling for the settlement of controversies over any part of the contract through the machinery of the American Arbitration Assn., was voted down.

Committee reviewed the recent releases of the NAB Dept. of Broadcast Advertising and commended Lewis H. Avery, director of that department, for the creation and production of these industry promotion pieces. Committee also instructed Mr. Avery to prepare a sales manual on local radio accounts, to be used as a sort of preface for the case history book on the use of radio by department stores. This latter work is already under way under Mr. Avery's supervision and the two books will probably be issued simultaneously early in the fall, for station use in conjunction with the industry Retail Promotion Plan.

Group discussed and condemned the practice of certain advertisers and advertising agencies in releasing to the trade press stories of new radio campaigns together with lists of stations supposedly carrying the business when in fact it has been rejected by many stations on the list as being unacceptable.

Committee also condemned a number of five-minute commercial programs now on the air which, in the opinion of the committee, are practically 100% commercial and so in direct violation of the NAB Code which limits the amount of commercial copy on five-minute programs to two minutes in the daytime and one minute 45 seconds at night.

Although the Code does not impose any set limitations of commercial time for participating programs, the committee discussed the practice of many stations in overloading such programs with announcements to the point where the entertainment value is lost, and agreed to notify broadcasters that such practice is harmful both to the best interests of not only their stations but of the entire industry.

Survey Approved

Group approved a suggestion that an industry survey be conducted to determine standards for live announcements, for the guidance of advertisers and agencies using this type of advertising. It was pointed out that a one-minute announcement may vary from less than 100 to nearly 200 words and that some sort of standard is necessary.

Following the luncheon session, at which the committee listened to program of the War Advertising the NBC broadcast of the special Council, Mr. Dirks proposed a resolution commending and endorsing the WAC move to promote the contribution of more space and time by advertisers to Government wartime messages, and urging all broadcasters to cooperate to this end with the other media in their communities. This resolution was unanimously adopted, as was a companion resolution offering the full cooperation of the Sales Managers Executive Committee to the radio advisory committee of the WAC.

Meeting was attended by Mr. Dirks; Mr. Outler; C. K. Beaver, KARK, Little Rock; Sam H. Bennett, KMBC, Kansas City; Arthur Hull Hayes, CBS; James V. McConnell, NBC; John E. Surrick, WFIL, Philadelphia; Mr. Avery, who acted as secretary for the meeting. Only absent member of the committee was W. B. Stuht, KOMO-KJR, Seattle. Linnea Nelson, J. Walter Thompson Co.; Charles Ayers, Ruthrauff & Ryan, and William A. Fricke, American Assn. of Advertising Agencies, were luncheon guests.

Group completed their business meetings on Wednesday, but reconvened on Thursday for a preview of the Retail Promotion Plan and a joint luncheon session with the Retail Promotion Committee.

Dellar Returns

LINCOLN DELLAR has resigned as head of the radio division of the Overseas Branch of the Office of War Information in San Francisco to return to Associated Broadcasters Inc. as vice-president. His resignation was announced by Owen Lattimore, chief of the Division of Pacific Operations of the OWI. Dellar will continue with OWI as radio consultant, serving without pay. His successor has not yet been named. Ed. Jansen continues as manager of KSFO and Phil Lasky as manager of KWID, international broadcast station.

Mr. Dellar

NAB Retail Plan Will Be Exhibited

First Showing to Take Place In Washington in Fall

FIRST actual presentation of the NAB retail promotion plan to a group of retailers will take place in Washington, D. C., on Oct. 1, it was announced last Thursday by Paul W. Morency, WTIC, chairman of the Retail Promotion Committee.

The committee spent the afternoon and following morning discussing the remaining details of the plan. The general allocation of the $125,000 budget was approved. A tentative itinerary was outlined and approved, subject to whatever changes may be found necessary when it has been checked with the railroads.

Announcement followed a preview presentation made in an NBC studio in New York at a joint meeting of the retail promotion and the NAB sales managers executive committees. Meeting, which was closed, is reported to have voiced "complete enthusiasm" over the presentation.

Telling the Story

Designed for use by local station groups in telling a radio story to retailers, especially department stores whose major advertising expenditures have gone to newspapers with radio receiving in recent years only about 2% of the total, the presentation was made by Sheldon R. Coons, merchandising counsel engaged by the NAB to direct its preparation; Gordon Miller of the Jam Handy organization, which handled the physical production of the presentation, Walter C. Johnson, WTIC, and Lewis Avery, NAB director of broadcast advertising.

Present at the preview session were the following members of the Retail Promotion Committee: Mr. Morency and Mr. Johnson, WTIC; Robert E. Bausman, WISH; Gene L. Cagle, KFJZ; Dietrich Dirks, KTRI; Kenneth K. Hackathorn, WHK-WCLE; Arthur Hull Hayes, CBS; C. L. McCarthy, KQW; James V. McConnell, NBC; John M. Outler Jr., WSB; Oliver Runchey, KOL. Session was also attended by C. K. Beaver, KARK; Sam H. Benentt, KMBC, and John E. Surrick, WFIL, members of the NAB sales managers executive committee who are not also on the retail promotion committee.

Other guests at the meeting included Neville Miller, NAB president, and his assistant, C. E. Arney Jr.; Dr. Paul S. Lazarsfeld, director of the Office of Radio Research, Columbia U.; C. Robert Thompson, WBEN; Charles F. Phillips, WFBL; C. F. Allison, WLW-WSAI; Charles B. Brown, NBC; John J. Hade, WJZ. The last three are members of an advisory committee of promotion executives appointed by Mr. Morency to work with his committee.

E. P. Hoyt To Name Nine Broadcasters To Advise OWI on Handling of News

FORMATION of a nine-man radio news and policy committee of OWI, to consult on matters pertaining to war news coverage and handling, was disclosed last Friday by E. Palmer Hoyt, recently appointed director of OWI's Domestic Branch. Mr. Hoyt is on leave from his post as editor and publisher of the *Portland Oregonian* (KGW-KEX).

Mr. Hoyt discussed the matter with NAB President Neville Miller and Willard Egolf, Mr. Miller's assistant in charge of public relations, last week. The new committee will parallel the newspaper committee of nine which met with him earlier in the week.

Announcement of the membership of the new radio group, Mr. Hoyt asserted, will be made shortly. It will comprise nine broadcast executives, of whom four will represent individual stations. One member will be non-NAB and one will represent a newspaper-owned station. Each of the four networks will be asked to designate an executive (presumably the president or general manager) to serve on the committee. Mr. Miller, as NAB head, will be the ninth member. The station membership will be selected geographically.

The committee, Mr. Hoyt said, will be an active one and will be called to consult with him on war news matters at intervals of two months or so. A committee representing the magazine field also is expected to be named shortly.

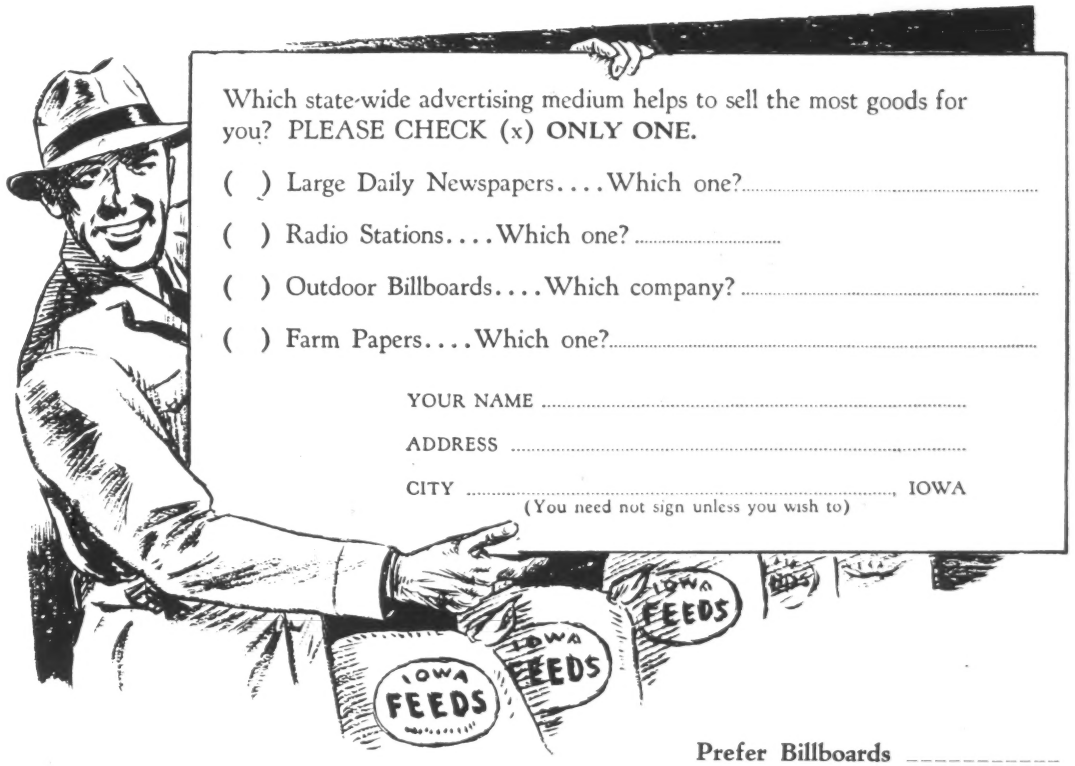
Study Field Needs

Mr. Hoyt's nine-man advisory committee of outstanding newspaper editors met in Washington last week, and issued a statement calling for reconsideration of the ban on OWI field operations. In addition to promising a study of the need for field services, the committee suggested that radio and press reporters of the Washington news corps be called in by OWI for conferences.

The committee, which was formed while Congress was debating the

(*Continued on page 52*)

XUM


Which state-wide advertising medium helps to sell the most goods for you? PLEASE CHECK (x) ONLY ONE.
( ) Large Daily Newspapers....Which one?
( ) Radio Stations....Which one?
( ) Outdoor Billboards....Which company?
( ) Farm Papers....Which one?
YOUR NAME
ADDRESS
CITY , IOWA
(You need not sign unless you wish to)
IOWA FEEDS
IOWA FEEDS
IOWA FEEDS

IOWA FEED DEALERS ALSO PREFER WHO!

● We've already told you, in these pages, about the advertising-media Preference Surveys made in this State by the Iowa Retail Grocers and Meat Dealers Association, and the Iowa Pharmaceutical Association.

Now comes another similar Survey—made among Iowa FEED DEALERS.

Among those feed dealers who answered the questionnaire, the vote for various *types of media* was as follows:

Prefer Billboards	0.0%
Prefer Newspapers	6.7%
Prefer Farm Papers	10.8%
Prefer Radio	82.4%

Among the 82.4% who named Radio, *WHO was preferred by 68.6% of the voters.* No other single medium, in any category, was mentioned by more than 9.8% of the voters. WHO received nearly six times as many votes as the first farm paper—over seven times as many as the second-choice radio station—more than *thirteen* times as many as the leading newspaper!

Let us send you the complete Survey. Write—or ask Free & Peters!

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Collins-Baylor U. Get 50 kw. Station

Corpus Christi Outlet Goes to 1010 kc.; O'Daniels In

WHAT WAS viewed as a modification of the April 27, 1942 "freeze" order of the FCC against licensing of new stations where expenditures for equipment or manpower are involved, developed last week with the FCC action granting Baylor University and Carr P. Collins, head of the Crazy Water Crystals Co., Mineral Wells, Tex., a new 50,000-watt daytime station at Corpus Christi, Tex. The application has been pending since early this year [BROADCASTING, Feb. 1]. Commissioner C. J. Durr dissented.

The Commission announced it had granted the construction permit to the school and Mr. Collins, with directional antenna operation specified on 1010 kc. The station would operate daytime to sunset at Little Rock, Ark., where KLRA is assigned to the same frequency with 10,000 watts day and 5,000 watts night. KLRA has been operating regularly on the frequency since last March.

Two Recent Grants

While the FCC has made no formal announcement regarding relaxation of the "freeze" order, two grants late last month authorizing station removals were viewed as indicating a new policy in that direction. WGRC, New Albany, Ind., on June 29 was authorized to remove its main studio and transmitter from New Albany to Louisville, Ky. On the same day the FCC authorized WDAK, West Point, Ga., to remove its transmitter and studio to Columbus, Ga.—some 30 miles distant.

The 1010 kc. channel is a Canadian 1-A. Cuba has a secondary outlet on it. The new transmitter, call letters for which have not yet been assigned, would be located northeast of Gregory, Tex.

FCC action came after drastic modification of the original plan for the station. Baylor, under the transaction, will acquire 50% of the capital stock of a new $150,000 corporation to be created, but with the money advanced by Mr. Collins. Two sons of W. Lee O'Daniel, Texas Senator, each will acquire 130 shares of the 1,500 shares issued. Crazy Water Co. also will hold a substantial interest.

The original application, which provided for Baylor as the licensee with a 25-year license arrangement to Collins, did not conform to the Commission's policy against management contracts. The subsequent amendments, however, in the judgment of the Commission, made the application conform. Moreover, while no formal statement was made, it is understood the Commission felt the grant would aid Mexican-U. S. relations, since XEAW, which was in the "border station" category and served listeners in the United States, under the grant will perform that job from United States territory.

The most recent amendment received about a week prior to the grant provided for the creation of a corporation without side contracts or understandings. Under this arrangement, 750 shares would go to Baylor for $75,000, with the sum advanced by Collins as a loan to the university. He is a former member of its board. Directors of the corporation will be Pat M. Neff, Baylor president; E. R. Nash, lumber man of Waco and treasurer of Baylor; Carr P. Collins and his son, 1st Lt. James M. Collins, of the Army.

Stock Distribution

The distribution of the stock, aside from the 750 shares to the university, will be: Lt. Collins, 100 shares; Pat O'Daniel, 130 shares; Mike O'Daniel, 130 shares; Crazy Water Co., of Mineral Wells, Tex., 250 shares (half of the stock of this company is owned by Carr Collins and his brother, H. H. Collins); Fidelity Union Life Insurance Co., 140 shares (Carr Collins and the widow of Earl B. Smythe own 45% of the company)—a total of 750 shares.

Owners of the other 50% of the Crazy Water Co. are J. A. Pondron, Texarkana; J. A. Simmons, of Texas; and J. L. Lancaster, president, Texas & Pacific Railroad Co.

The agreement also provides that Baylor shall reimburse Carr Collins for the $75,000 loan out of earnings of the station, but with the stock to be voted by Baylor. The stock may not be foreclosed within 10 years, whether or not payments are made. Interest is fixed at 5%.

While no mention was made of the April 27 freeze order, it was pointed out that the stock pile of equipment used will not come from this country but from Mexico, where XEAW is located. Claim was made that adequate equipment is available for the installation, but critical manpower would have to be used. The FCC may feel there is sufficient latitude in the freeze order to warrant the grant in view of the extenuating circumstances and the "good neighbor" factor involved.

Mr. Collins also is understood to have notified the FCC of his intention to move all of his radio equipment from Mexico and to terminate any interests he may have in stations outside this country. Under the original transaction, Mr. Collins was to move the XEAW equipment to Corpus Christi and pay all expenses. He then planned to make the facilities a "gift" to the university in return for a contract to manage and operate the station for 25 years. He was to buy the land and pay the university $25,000 a year rental. This was later revised to $5,000 a year. As approved by the FCC, however, all these aspects were eliminated and a straight corporation business deal covering the 50% licensee interests substituted.

Mr. Collins, whose operation at Reynosa in the past has caused interference complaints in this country, long has sought a high-powered station. The original application for 1010 at Corpus Christi requested fulltime, but it was subsequently modified to daytime. Last fall, following protest by this Government, the Mexican government ordered the XEAW transmitter, with claimed output of 100,000 w., to cease operating on 1010 kc. It then went back to its regular assignment on 1570 kc., but subsequently was authorized temporarily to operate on 1050 kc., a Mexican 1-A channel. This frequency, however, afterward was reassigned to XEG at Monterrey, where it is being used with 50,000 watts by a Mexican corporation, with James A. Savage, of San Antonio, as its directing head.

The Collins application states the proposed station would be the only one serving the entire Texas Louisiana and Gulf Coast area with a primary signal. It was stated the station would not acept advertising of intoxicants, including beer. It was contended that removal of the facilities of XEAW would be in conformance with the Havana Treaty.

ANOTHER STORE penman is Robert M. Rownd, president of Stone & Thomas, West Virginia's largest department store, who signed a 52-week contract with WWVA Wheeling, for a daily BLUE quarter-hour newscast with Martin Agronsky. In back are (l to r) George W. Smith, manager of WWVA and executive vice-president of Fort Industries; William E. Rine, WWVA commercial manager; J. V. McComas, store merchandising manager.

Formal Plea Is Filed for Sale Of WDSU; Weber Will Manage

FORMAL application for the sale of WDSU, New Orleans, by Joseph H. Uhalt to a new company in which Fred Weber, general manager of Mutual, will be a partner was filed last week with the FCC. Mr. Weber, upon Commission approval of the transaction, would become general manager of the BLUE Network outlet.

Confirming in every detail the previously published account [BROADCASTING, June 21], the application set forth that the transaction is for $200,000. E. A. Stephens, Buick dealer in New Orleans and a recent candidate for the Democratic nomination to the Senate, would acquire 50% of the station for $100,000. H. G. (Bud) Wall, president of WIBC, Indianapolis, would acquire three-eighths for $75,000 and Mr. Weber one-eighth for $25,000. An option agreement whereby Mr. Weber can acquire an additional interest, up to one-third, is embodied in the contract.

WDSU, according to the application, had a gross of $70,000 for the first five months of 1942. The net profit was $28,000.

It is expected Mr. Weber will resign his Mutual post after the FCC approves the transfer and immediately take over his new duties. Mr. Uhalt is the founder of the station but for several years was not active in its management because of his health. The station operates on 1280 kc. with 1,000 watts. A new transmitting plant was installed recently.

WDSU has been under a six-month probationary license, which expires Oct. 21, because of purported violation of technical regulations. If no further violations are reported, a regular license will be issued this fall.

Mr. Weber has been general manager of MBS since 1936, joining it originally in 1934 as coordinator. Last January Miller McClintock became Mutual's first president.

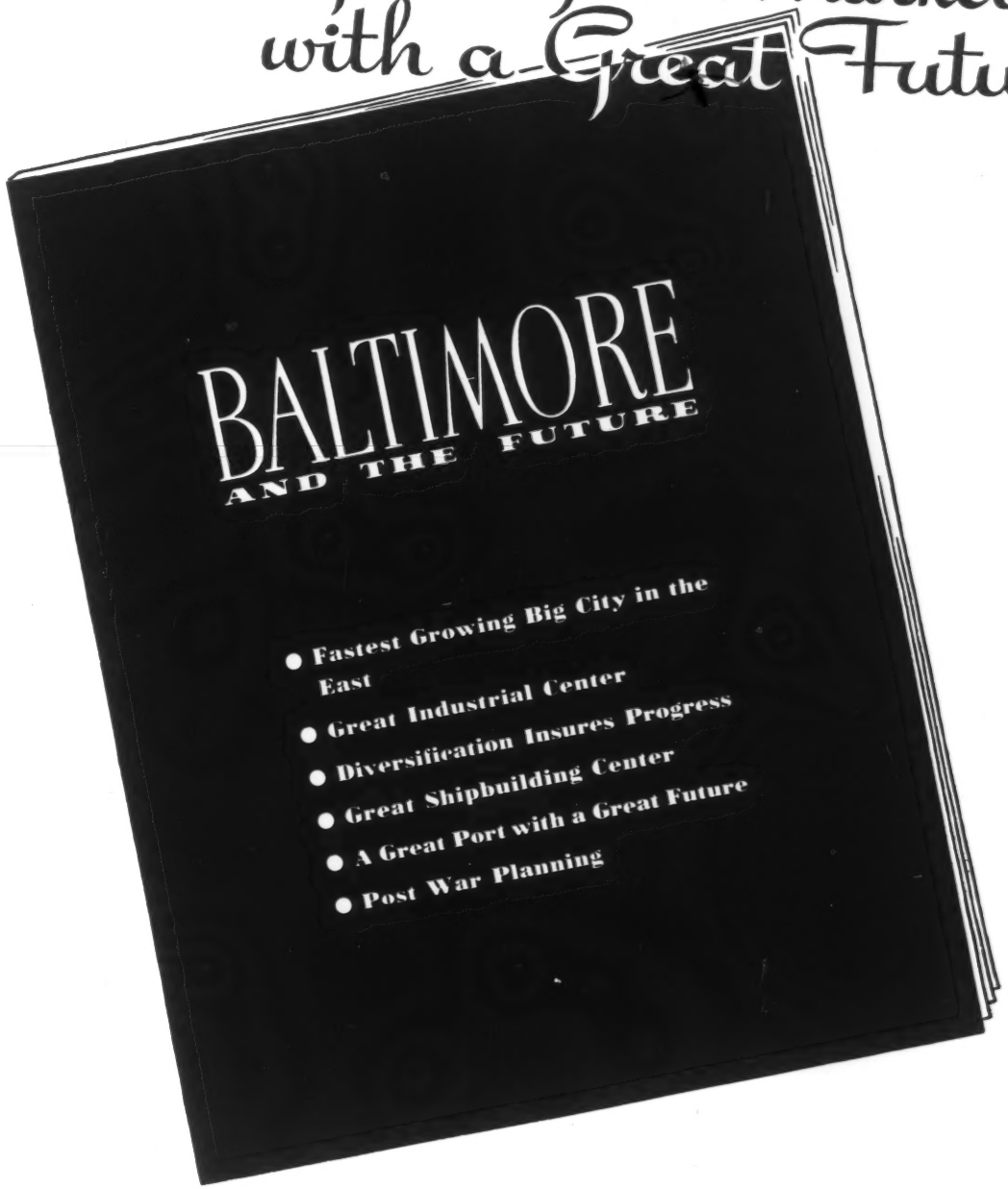
New Air Raid Provision Put in Censorship Code

NEW clause covering mention of air raids on the air has been adopted by the Office of Censorship. Paragraph 3 of Clause (f), Section I (page 3) of the Code of Wartime Practices is amended to read as follows:

"Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington."

J. Harold Ryan, Assistant Director of Censorship for broadcasting, has informed broadcasters of War Dept. objection to "pen pal" programs during which listeners are urged to write to American soldiers overseas or in prison camps.

The Story of a Great Market with a Great Future


BALTIMORE
AND THE FUTURE
● Fastest Growing Big City in the East
● Great Industrial Center
● Diversification Insures Progress
● Great Shipbuilding Center
● A Great Port with a Great Future
● Post War Planning

Advertising today is, more than ever, an investment—an investment in post-war as well as present markets.

Forward-looking executives will find this series of advertisements about Baltimore packed with well-documented, down-to-earth facts that clearly point the way to a shrewd investment of advertising dollars.

Write for your copy.

Edward Petry & Co., Inc., National Representative

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

Grade Label Dies; Maxon Quits Post, Bowles Appointed

Agency Official to Serve as General Manager of OPA

AN END to OPA grade labeling activity was promised by Price Administrator Prentiss M. Brown last week at a news conference called to counter Lou R. Maxon's charges against the agency. At the same session, Mr. Brown announced that Chester Bowles, of Benton & Bowles, was expected to accept a job as OPA general manager.

Mr. Bowles

Mr. Maxon, working at OPA as a dollar-a-year man on leave from his Detroit agency, quit his Government post after asserting that OPA was so hopelessly tied up in red tape and legalistic snarls that it was threatened with collapse. Specifically, he claimed that a strong clique was using the war to further its private economic theories.

Label Restrictions

Particularly, Mr. Maxon cited grade labeling regulations as an example of "radical and dangerous concepts." He said "grade labeling, in my sincerest estimation, presents the greatest threat to American industry and our way of life that ever existed, because it is without question the spearhead in a drive to eliminate brands, trade marks and eventually free enterprise."

Although Mr. Brown failed to answer most the charges, he said Mr. Maxon and his opponents on grade labeling all seemed to think the future of America depended on the policy OPA adapted on that subject. Commenting that Canada, "generally a more conservative country than this one" gets along all right under it, Mr. Brown added "I think we'll get along all right without it." He said at any rate, grade labeling had been abolished by order of Congress and that he intended to obey the letter and spirit of the Congressional order.

In announcing that Chester Bowles had been offered the general manager spot, Mr. Brown said Mr. Bowles "would have all the power the title implies." Mr. Bowles had been OPA administrator in Connecticut and was vacationing at sea when the announcement was made.

At their home, Mrs. Bowles said he would not be notified of the appointment until his vacation ended, about July 26. Friends said that when the offer was made some time ago, Mr. Bowles stipulated that he have full authority over all field offices and branches of OPA, and be answerable only to Mr. Brown.

Mr. Bowles, the partner of William Benton in the New York agency, had been on leave since February, 1942 when he agreed to administer rubber rationing in Connecticut. He stayed to handle sugar, then coffee, and finally accepted a permanent OPA post at $6,500.

Mr. Maxon had gone to OPA shortly after Mr. Brown took over in February. After his arrival, he became entangled in quarrels over policy. He complained that OPA was dominated by "professors" and demanded that he be made general manager with power to control all policy making.

In the resulting quarrels, Mr. Maxon brought about the resignation of J. K. Galbraith, Princeton professor serving as OPA deputy administer. However he failed to get free reign, or to bring about resignations of other academic men. Removal of many of these men will be necessary anyway, Mr. Brown admitted last week as a result of a Congressional requirement that OPA policy makers have "business experience."

Canada Independents Ask Clear Statement on Nationalization

Their Efforts to Expand Service Discouraged By Constant Threat of Government Ownership

CONSTANT threat of nationalization of broadcasting in Canada discourages expansion of service to the public by private broadcasting stations, Jos. Sedgwick, counsel for the Canadian Association of Broadcasters told the Parliamentary Committee on Broadcasting at Ottawa on July 13.

Private broadcasters were "disturbed" by the report of last year's Parliamentary Committee supporting general nationalization of radio in Canada, he told the Committee members. If the Committee proposes total nationalization of radio it should say so flatly. If it does not, radio should be freed of a constant threat of nationalization. The present policy does not create an atmosphere of encouragement to private stations in expanding their services to the public, Mr. Sedgwick said.

An impartial survey made recently by a commercial firm (Elliott-Haynes Ltd., Toronto and Montreal) to determine which type of radio control the Canadian people prefer showed that 16% favor complete government ownership, 32.3% favor some government and some private stations, and 20.5% favor all private stations, Mr. Sedgwick told the Committee. The survey showed 12.9% supporting private stations under government supervision and 18.3% expressing no opinion.

Referring to the report of last year's Committee he said it was a restatement for the nationalization of radio originally proposed in the report of the Aird Commission (1929), particularly in the recommendation that there should be no hesitation to cancel, in the public interest, the license of any private station, and a further recommendation that consideration should be given to the wisdom of continuing to allow the use of Canadian privately-owned stations as outlets for United States chains. The sense of security of the private broadcasters had been weakened by the report and by some things not said but "hinted at", he pointed out. Mr. Sedgwick said that nationalized radio in Europe had been used for propaganda purposes and that before the war the BBC did not have a monopoly in Britain because of continental commercial broadcasting stations operating exclusively to Great Britain.

Commercial programs, he reported from commercial surveys, lead in Canadian listeners.

Lost Channels

Appearing as a committee of the CAB at Ottawa with Jos. Sedgwick were George Chandler, CJOR, Vancouver; N. Thivierge, CHRC, Quebec; Phil Lalonde, CKAC, Montreal; Jack Cooke, CKGB, Timmins, Ont.; Senator Rupert Davies, CKWS, Kingston, Ont.; Harold Garner, CHEX, Peterborough, Ont.; G. R. A. Rice, CFRN, Edmonton, Alta; A. A. Murphy, CFQC, Saskatoon; B. de B. Bailey, technical specialist, University of Toronto; Glen Bannerman, CAB president and general manager, Toronto.

Canada has already lost "perhaps permanently" much of the radio coverage given under the Havana agreement, and stands to lose further coverage unless advantage is taken of channels to which the Dominion now is entitled, B. de B. Bailey, University of Toronto radio technical expert, told the committee in the afternoon session. To retain channels which have been made available to Canada it will be necessary to use them before expiration of the agreement in 1946. Action to occupy these channels will require some time. "We should use the channels to which we are entitled and we shouldn't lose any time in doing it," Mr. Bailey declared. Questioned by a committee member, he stated that he was not expressing any opinion on who should occupy them. (Mr. Bailey was retained by the CAB during the Havana agreement technical discussions at Washington.)

The work of the private stations in the development of talent, educational programs and community service was given in detail to the Committee in the afternoon session.

The Committee sat only the one day to hear the independent stations—then adjourned to make its report. The hearings this year began on June 11, with sessions two days most weeks.

AFM Forces MBS To Cut Off WSAY

Petrillo Threatened to Pull Music From All Network

AT 4:05 THURSDAY afternoon MBS discontinued musical program service to WSAY, Rochester, as "the only practical alternative" to an official order from the American Federation of Musicians forbidding all members from performing on Mutual programs.

Dispute between WSAY and the Rochester local of the AFM has been in progress since last fall, according to James C. Petrillo, AFM president, who said the station had at that time rejected the union's demand that it increase its musical staff from one pianist to a staff of five musicians. On July 1 the national union ordered remote dance band pickups dropped from MBS after the network had declined to sever its musical service to the station at the union's request [BROADCASTING, July 5]. When this action failed to produce a settlement, the AFM last Thursday again asked the network to drop musical service to WSAY, with the alternative of losing all MBS musical programs, both commercial and sustaining.

McClintock Comments

In response to inquiries concerning the action, Miller McClintock, MBS president, issued the following statement:

"In view of the refusal of the American Federation of Musicians to permit the broadcast of any network sustaining or commercial programs containing live music if fed by the network to station WSAY and to prevent the disruption of our network commitments and program schedules if we should continue to feed such programs to WSAY, we have today discontinued any musical program service to WSAY.

"This action will continue so long as the AFM continues its ban on network musical programs. It should be understood that MBS is not a party to the dispute between WSAY and AFM and has no power or authority to intervene in any manner in the issues involved. The action which we have taken is the only practical alternative under the circumstances."

WLW Names Clark

See earlier story on page 38

GEORGE W. CLARK, for three years a salesman connected with the Chicago office of WLW, Cincinnati, has been appointed manager of the Chicago office following the resignation of Dewey Long on July 14.

XUM

60 WORDS A MINUTE

Sixty words a minute now becomes the recognized standard speed for news transmission. INS led the way.

INS NEWS DISPATCHES HAVE BEEN SENT TO CLIENTS AT THE RATE OF 60 WORDS A MINUTE FOR THE PAST EIGHT YEARS.

INS alone insisted always that radio stations receive their news as fast as newspapers.

But high-speed service is only one of the factors that have long made INS the preferred news of radio stations.

INS will always set the pace in radio news leadership.

For Instance: Richard Tregaskis, Clark Lee, Pierre Huss and Bob Considine, four of the greatest names in journalism, are now abroad heading a staff of INS star reporters who are covering the invasion.

INTERNATIONAL NEWS SERVICE

CBS Testing New Program Analyzer

'What Makes Listeners Listen?' Subject Of Research

EFFECTIVENESS of a radio program depends, first, on being heard and, second, on evoking some kind of listener response. To measure the first, or quantitative factor, techniques have been established for sampling the radio audience at any given time and for determining local, regional or national program ratings, which show the relative audiences of different programs.

To determine the qualitative factor of listener reaction to different programs or to different portions of the same program, CBS for the past year or so has been conducting experiments with the Lazarsfeld-Stanton program analyzer, an instrument developed by Dr. Paul S. Lazarsfeld, director of the Office of Radio Research, Columbia U, and Dr. Frank N. Stanton, CBS vice-president.

Reactions Recorded

Announcements broadcast over WABC, CBS key station in New York, invite listeners to write in if they are interested in helping to test a radio program. Respondees are sent questionnaire postcards asking for name, address, sex, age, education and times at which they can participate in a program test. From these cards, typical audience groups, averaging 10 persons, are brought into a small studio which is equipped with a conference table, around which the subjects are seated; a turntable, for playing the test program, and the program analyzer.

Each subject finds at his place at the table two push-buttons, so mounted that one may be held easily in either hand with the thumb operating the button. The subjects are instructed—via a recording so that all persons receive the instructions in exactly the same manner—that when they think a part of the program is good they are to push the green button held in the right hand, and when they think a part is poor, they are to push the red button, held in the left hand. When they are indifferent, they are not to push either button.

Each button is connected by wire with the analyzer, a box about two feet cube, containing a tape marked with 20 horizontal lines on which rest 20 styli, 10 green and 10 red, and with vertical lines marking each second of the program. Tape is started simultaneously with the recording and as the subjects press the green and red buttons the styli record their reactions on the tape. The conductor of the session, a trained psychologist, watches the tape during the program presentation, making notes on which to question the listeners following the completion of the program.

Playing of the test program is followed by an open discussion period, usually lasting approximately an hour, during which the participants are encouraged to explain their reactions and changes in reaction to the various parts of the program. A full stenographic record of the discussion is taken. At the end of the discussion period, the listeners are given a small gift, such as a leather billfold, in appreciation of their participation.

Reactions Combined

For each program being studied, a minimum of six group sessions are held, so that the psychologist has at least 60 individual reaction curves and the reports on at least six group interviews on which to base his report. Approximately a month is devoted to analyzing each test program and in compiling the report, which is then submitted to the program's writers and producers. CBS has three psychologists assigned to this work: Dr. Edrita Fried, Tore Hallonquist and Dr. G. D. Wiebe.

The report combines the individual listener reactions into a general audience reaction picture, which is described in detail and also illustrated by a "listener reaction profile" showing the average percentage of listeners expressing approval or disapproval during each unit of the program, bar charts showing "average attitude scores" for each part of the program, and a "listener reaction trend" line made up of the average attitude scores with connecting lines, superimposed on the "profile" chart.

While the pattern of the listener response naturally varies with the type and structure of the program, the following signs are generally favorable and their absence unfavorable for the program:

(a) A quick rise of approval and a low per cent of indifference and disapproval during the first few minutes of the show.

(b) A step-by-step build-up of approval to a climax at the very end of the show and an essentially upward trend throughout the program.

(c) An upward trend within each major episode or portion of the program.

Interest Problems

(d) A low percentage of sustained disapproval or indifference and a trend-line running at a level well above the zero-line.

(e) A stable trend of listener reactions, indicating that a basic mood was established and maintained throughout the program.

Hesitant about discussing reports on specific programs at this stage of development of the experimental technique, Oscar Katz, assistant research director of CBS, said, however, that certain general criteria have been developed which seem to hold true for all audience groups. In a news program, for example, statistics, place names and distances may easily confuse rather than inform the listener, and confusion results in a loss of interest if not in definite displeasure.

In dramatic programs, listener disapproval frequently results from shifts in the locale of the action, flashbacks, or other dramatic devices which tend to break up the action. Foreign language, used to establish character, is also apt to be resented unless the quote is brief and followed by an immediate translation.

Of course, these devices may be used with great success by unusually skillful writers and producers, but as a general rule the curve of listener approval rises higher and maintains its steady increase if the dramatic sequence itself rises steadily and uninterruptedly to its climax, Mr. Katz explained.

Music also presents problems not always foreseen in advance. Musical bridges, for example, when used to separate dramatic sequences, must set the stage for the new action as well as conclude the old. If it is merely conclusive, interest falls off and several valuable minutes may be spent in bringing listener reaction back to its former level. Musical puns often fail to make their point, as many listeners are not as familiar with the titles of popular songs as the script writers suppose them to be and may merely wonder why a dance tune was used to set the scene for a flood, for instance, instead of making the expected mental tie-in with the title "River, Stay 'Way From My Door."

Programs Tested

In variety programs, too definite conclusions to individual skits or tunes are apt to produce the feeling that the whole program has ended, again resulting in a loss of attention and a waste of time necessary to rebuild interest on the part of the listener. When a program winds up with a series of conclusions, listener interest definitely declines from the first one on, frequently to the detriment of the effectiveness of the final commercial, Mr. Katz said.

Documentary programs, frequently used in presenting wartime messages, also present difficulties to dramatic program builders. Voice montages, frequently used to inject interest into a list of statistics, are often found to produce confusion—and disapproval—rather than to aid understanding. Use of real people in such programs often places them at a disadvantage in contrast to the more perfect diction of the professional radio actor or announcer to whom listeners are accustomed. This can be overcome by skillful handling, but the script writer and the program producer should be aware of it.

In fact, Mr. Katz concluded, that is the chief purpose of the whole testing laboratory, to enable writers and producers to see how their attempts to set a scene, produce a mood or develop a story succeeded or failed with a group of average listeners.

TABLES WERE TURNED on announcer Harvey Twyman of KOIL, Omaha (left), when he reported for induction at Fort Crook, Neb., and was put in the position of being interviewed on his own program, *The Coffee Club*. Plying him with questions was Cpl. Vic Rugh, ex-newscaster (right). Program Director Had Hughes, temporarily subbing on the program, after informing radio listeners that Twyman was about to become a soldier, switched to the mobile unit at Fort Crook for the surprise interview.

WOR STARTED its hour-long series of experimental television last week at the Du Mont Laboratories, using Du Mont station W2XWV. The series is an initial step in post-war planning, enabling the staff to familiarize itself with demands and techniques of television. Executives attending the inaugural event were (seated, l to r): Theodore C. Streibert, vice-president and general manager; Alfred J. McCosker, president; Julius F. Seebach, vice-president in charge of programs. Standing (l to r): Robert A. Simon, director of continuity; Roy Bower, producer; Ray Nelson, assistant program manager; J. R. Poppele, chief engineer.

THE VOICE FROM HOME

Some V-mail dropped on our desk the other day. It had winged its way across the wide, wet Pacific to tell us how a familiar voice had warmed the hearts of a handful of American soldiers 'way out there. Coming off duty in the tropical evening, one of them had, quite by accident, tuned-in a Westinghouse station from a magic place called Home. In a mood to meditate . . . lonesome in a crowd . . . it had cheered him greatly, and he sat down and wrote us about it. It might not happen again in a month . . . what with weather and other conditions. That station and its sister stations in the Westinghouse group were not meant to reach so far on the regular bands. But each of them *is* a power in its own territory. No finer programs float through the air anywhere . . . no finer opportunities for firms with things to sell. When that soldier and his buddies come back, they will hear even better programs; for improvement is a Westinghouse watchword, if not a fetish.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

OWI to Open Local Clearance Offices

New Regional Facilities Under Radio Bureau To Serve Stations

TWELVE new station relations regional offices will be opened by the OWI Radio Bureau to handle program clearance on the local level, Don Stauffer, chief of the Radio Bureau, announced last week-end in a memorandum outlining the revised plans of his organization under the extensively reduced domestic branch budget. Congress allowed only $2,750,000 of OWI's $8,865,906 request for domestic operations.

These new offices, Mr. Stauffer explained, will take over work formerly performed by the now-liquidated field offices of all Government agencies served by OWI and the sending to local stations of regional spot announcements supplementing the national spot announcement plan.

With the Radio Bureau's budget cut by one-third so other OWI branches can make ends meet, Mr. Stauffer said his agency will need even more cooperation from the radio industry. He said regional voluntary committees of broadcasters like the Southern California Broadcasters Assn. of Los Angeles, can strengthen the orderly, intelligent use of radio facilities.

How They Operate

Mr. Stauffer warned that the new regional offices, operating under John Hymes, station relations chief, and Elaine Ewing, assistant station relations chief, would not be able to furnish all services formerly offered. They will, however, clear all new programs supplied by government field offices; they will be a central clearing point for announcements proposed by government agencies, and they will service requests from local stations for information and guidance.

In his memorandum, mailed to OWI consultants, station officials, and members of various committees working with the Radio Bureau, Mr. Stauffer renewed his assurance that the Network Allocation Plan would continue (BROADCASTING June 28). Therefore," he said, "there will be no need for advertisers or networks to consider requests direct from various Government agencies." He added that no change had been made in the organization or staff of the special assignment division.

Most seriously hit by the budget cut, according to Mr. Stauffer, will be OWI transcription activities. Plans for a new *Uncle Sam* series, to run on a sustaining basis, have already been abandoned and future transcriptions will deal only with specific local or regional problems. Mr. Stauffer said "We shall rely, as we have in the past, on the radio industry to prepare and broadcast material in behalf of the Government."

"Our function essentially will be to furnish the most complete and accurate information that we can assemble and distribute to the radio industry either directly or through the Station Relations Division," the memorandum explained. Speeches by Government officials and all special events will continue to be placed by the Time Clearance Section, and requests for radio time by Government Liaison Division and the OWI Station Relations staff.

The Radio Bureau will continue to operate its three offices, in New York, Hollywood and Chicago, Mr. Stauffer said, in addition to the station relations posts in those cities.

Stauffer Memorandum

The following is the full text of the memorandum from Mr. Stauffer to war program managers, regional consultants and members of the Station Advisory Committee, the Radio Committee of the War Advertising Council, the Government Radio Committee in Washington, and the four network committees.

As a result of the over-all cut in the OWI Domestic Branch, the budget of the Radio Bureau has been cut by one-third. This, in addition to the abolition by the Congress of the field service, necessitates a change in the Domestic Radio Bureau's operation. I think it might be helpful to you if we enumerate those services which we plan to continue operating on the same basis; those which have been modified, and those which have been abolished.

Network Allocation Plan—Within our present budget we shall be able to continue this plan on exactly the same basis as we have in the past. Therefore there will be no need for advertisers or networks to consider requests direct from the various government agencies. As in the past, we shall be able to function as the central clearance point for all requests for cooperation on network commercial and sustaining programs.

Station Announcement Plan—There are sufficient funds in the budget to carry on the Station Announcement Plan, insofar as the Washington end of the operation is concerned. One set of transcribed announcements will continue to be sent regularly from OWI to all stations. The announcements formerly sent from the OWI field offices will be sent from the extended station relations operation described below.

Special Assignment Division—Those network commercial and sustaining programs which have offered to do work in behalf of the government over and above the regular Allocation Plan will continue to be serviced by the Special Assignment Division. No changes have been made in the organization or staff of this division.

Station Relations—As you know, the field offices of the OWI Domestic Branch formerly supplied the same service in the field that the Washington office of the Domestic Radio Bureau furnished nationally. This included the clearance of all material put on local stations by the field offices of all government agencies and the sending to local stations of regional spot announcements to supplement announcements sent by the Washington Domestic Radio Bureau.

Since the field service has been abolished, the Station Relations Division will add twelve members to its staff. The job of these new members of the Station Relations Division will be to service local stations and the field offices of the several government agencies as nearly as possible as it was done by the OWI field offices. Obviously with a limited staff (approximately 12 people) it will be impossible to furnish all of the services formerly offered. However, the new members of the Station Relations Division will be able (1) to clear all new programs supplied by the field offices of the government agencies, (2) to be central clearing point for announcements proposed by government agencies to local stations, and (3) to service requests of local stations for information and guidance insofar as this operation can be carried on with limited personnel.

Production Activities—As most of you know, we have cancelled the *Victory Parade* series which was to have replaced the old *Uncle Sam* series. With the exception of the Station Announcement Plan, the only transcription activities that will be carried on by this office in the future will be in those cases where a specific local or regional problem has to be met by the use of transcribed programs and other facilities are not available for disseminating this information. Generally speaking, we shall rely, as we have in the past, on the radio industry to prepare and broadcast material in behalf of the government. Our function essentially will be to furnish the most complete and accurate information that we can assemble and distribute it to the radio industry either directly or through the Station Relations Division.

Special Events and Time Clearance—Under the supervision of the Station Relations Chief, all special events will continue to be placed by the Time Clearance Section. The four major networks have requested that time for speeches of all government officials also be cleared through OWI. As in the past, requests for radio time by government agencies to present special events should be made to the Chief of the Government Liaison Division, who in turn will transmit the request to the Station Relations Division.

Summary—With our reduced budget and operating staff, we shall, of course, have to ask for even more cooperation from the radio industry than we have heretofore. In some regions voluntary committees of broadcasters under the general guidance of the Radio Bureau's consultants have already been set up to supplement and implement the activities of our small Station Relations Branch Offices. Wherever such cooperative efforts can be worked out, they will obviously strengthen the orderly, intelligent use of available radio facilities.

With your help there is no reason why the Radio Bureau should not continue to be as effective as it has been in channeling Government information to the radio industry. We shall, as in the past, attempt to avoid unnecessary duplication of effort on the Government's side and unnecessary pressures on the radio industry which has time and time again exhibited its willingness to cooperate in the war effort provided the needs of the government were made clear and properly channeled through one agency.

The new lineup of station relations regional offices follows:

Atlanta—Willett Kempton, 1725 Candler Bldg., Walnut 4121 (Ga., Fla., Ala., Tenn., Miss.).

Boston—Walter Hackett, 17 Court St., Lafayette 7500, ext. 204, 205, Evening, Lafayette 7503 (Ma., N. H., Vt., Conn., Mass., R. I.).

Chicago—To be announced, 102 National War Agencies Bldg., 222 W. Jackson Blvd., Andover 3600, ext. 388, evening, Andover 3604 (Ill., Wis., Ia., Ind.).

Cleveland—Alfred H. Llewelyn, 472 Union Bank of Commerce Bldg., Cherry 7913 (Ohio, Ky., W. Va., Mich.).

Dallas—David Russell, 1031 Mercantile Bank Bldg., Riverside 5711 ext., M-100-1-2-3-4 (Tex., Okla., La.).

Denver—William H. Welsh Jr., 715 Kittredge Bldg., Tabor 3173 (Col., Wyo., N. M., Utah, Ida., Mont.).

Kansas City, Mo.—To be announced, 203 Mutual Bldg., Harrison 6464 (Mo., Neb., Kan., Ark.).

Minneapolis—Hayle S. Cavanor, 260 Midland Bank Bldg., Main 3244, Nestor 4518, evening, Nestor 5023 (Minn., N. D., S. D.).

New York—Harry Levin, c/o OWI Office, 280 Madison Ave., Murray Hill 3-6800, ext., 284, 285, evening, Murray Hill 3-6828 (N. Y., N. J.).

Philadelphia—Broughton Tall, 749 Penn. R.R. Suburban Bldg., Locust 3416 (Pa., Del., Md.).

Richmond, Va., Benjamin W. Huffington, 19 North 7th St., 7-1841 (Va., N. C., S. C.).

San Francisco—Luther Keplinger, Western Merchandise Mart, 1355 Market St., Klondike 2-2300 (Cal., Ore., Nev., Ariz., Wash.).

TRADITION WAS SHATTERED when the Kellogg Co., Battle Creek, acquired a long-term lease on Miller Cereal Mills, Omaha, to place in operation a second Kellogg unit in the United States. Principles in the transaction last week were (l to r): Max Miller, former executive vice-president of Miller Cereal Mills; W. H. Vanderploeg, Kellogg Co. president; Ed S. Miller, founder-president of Miller Mills; Earle Freeman, Kellogg vice-president; Eugene Miller, former production vice-president for Miller Cereal Mills.

Bill Henry's New Series

BILL HENRY, recently appointed chief CBS correspondent in Washington, on July 16 started a series of weekly news commentaries on CBS, titled *Bill Henry Looks at Washington*. Program is heard in the Friday evening 10:45-11 spot, heretofore filled with weekly talks by Elmer Davis, OWI director.

"They're hearing this...back home..."

FAR from home a boy in uniform listens to "Songs My Mother Taught Me." On a USO sofa before the radio he sits motionless until the music ends. Abruptly he speaks to a lad near-by . . .

"Pop and Mom are hearing this. Maybe they're thinking of me."

The service rendered by broadcasting stations today is more important than ever before. Not only because it brings music, entertainment and inspiration to homes and training camps—and by short-wave to many places more distant, on land and sea. But because today broadcasting performs a special, added service—subtle, yet poignantly real—by forming an intangible link between men and women who are far away and those they love who are left behind.

RCA is proud of its part in creating that precious link, and is glad to help maintain it. Glad to furnish engineering service and equipment—subject to war's inexorable priority—to assist broadcasting stations with technical aid, supplies and replacements.

RCA

RCA BROADCAST EQUIPMENT

RCA VICTOR DIVISION — RADIO CORPORATION OF AMERICA — CAMDEN, N. J.

NOTES FROM A WELL-WORN DIARY

Eight years ago this month of July, WOR dug up, wrote, released one of its first comprehensive success stories.

Today one of the things we're proudest of is a file of 101 sponsor-approved histories of extraordinary jobs WOR has done.

Scattered across the following pages is a representative list of them. They tell, better than anything we might say, how powerfully, how penetratingly, how successfully WOR has built—is building—one of the most impressive records in radio.

1936

WOR learns that it has increased the sale of one of the first vitamin concentrates 100% each year for 5 years. That WOR, and WOR alone, created such a demand for the product that complete distribution was obtained by the sponsor in the entire northeastern area.

1937

Using WOR only, the manufacturer of an automobile accessory jumped his always-below-par New York sales 25%; put the product on the shelves of leading eastern automobile accessory shops, department stores, chain stores.

1938

Using WOR only, the maker of a new and highly reputable drug product zoomed his sales from nothing to 2600 dozen tubes per month in approximately 8 months. In addition, established such a strong Philadelphia demand that sales soon totalled 25% of the phenomenal New York record.

1939

Two days after a long-established New York restaurant chain began using WOR, its store traffic increased 6.1%. And, mind you, not in New York only, but in that chain's branch restaurants in New Haven, Philadelphia, Newark, Paterson, Trenton. Menu items mentioned on the WOR show jumped 4.3%.

1940

A sponsor—still on WOR—writes voluntarily, "Our company has made effective use of WOR for the last 14 years. We are always glad to speak well of a station which has done so well for us."

1941

The maker of a household polish gives WOR complete credit for putting the product in the hands of 33 new wholesalers and approximately 800 dealers. Finally, he reported that WOR increased the sales of the product 200% in the New York metropolitan area.

1942

WOR now tackles the new task of establishing markets and sales for substitute products during a time of war. Reports the advertiser of a mending tape: "We thought our distribution was excellent, but you've put us in 43 great department stores. You've established us in such great war markets as Albany, Philadelphia, Baltimore, New Haven, etc."

1943

The sale of an ice cream was limited because of war priorities. But the maker's quota permitted him to expand 25%. All other media used had not helped him reach that total. In four months WOR closed the 25% gap, and where the supply could not meet the demand, the WOR broadcasts built an enthusiastic post-war acceptance among wholesalers and dealers. In addition, taught thousands of listeners that this was the ice cream to ask for—now and after the war.

that power-full station

at 1440 Broadway, in New York

WOR

PARAMOUNT BUYING WLS' BARN DANCE

PARAMOUNT PICTURES, New York, has reportedly paid $75,000 for an eight week option effective July 7 to make a movie of *The National Barn Dance* program, heard for the past 10 years on WLS, Chicago, and on NBC. $10,000 was said to have been paid WLS for use of the title. Program's sponsor, Miles Labs., Elkhart, Ind. (Alka-Seltzer), and its agency, Wade Adv. Co., Chicago, retain right to approve movie script, with Pete Lund, radio director of the Wade agency, acting as story editor in cooperation with Paramount writers. *Barn Dance* stars who will appear in the movie through negotiations with Vic Brown, Chicago manager, National Concert & Artists Corp., are: Lulu Belle & Scotty, Joe Kelly, Arkie, Pat Buttram, the Dinning Sisters and the Hoosier Hot Shots. Paramount actors also will be in the cast. Service camp visits are planned for the *Barn Dance* group at Camps Gruber and Sills, Oklahoma, either preceding or following shooting of the movie, scheduled for late September or early October.

Public Service Exchange To Increase, Says Fisher

INCREASED exchange of radio public service programs in the postwar period was predicted by Sterling Fisher, NBC assistant public service counsellor and director of the NBC *Inter-American University of the Air* in a talk before the Washington chapter of the Association for Education by Radio.

Pointing out that machinery for the exchange of public service programs among the United Nations had been developed as part of the war machinery, Mr. Fisher told AER "it would be a great pity if the excellent machinery for exchange is dropped." He said exchange in peace-time should follow the same methods now employed, with inter-change of scripts and recordings and by rebroadcasts of shortwave programs by local medium-wave stations.

'Time' News on Blue

IN COOPERATION with the Radio Program Division of Time Inc., New York, the BLUE is starting a new series of five-weekly news summaries titled *Time Views the News*. Starting Aug. 2, the 4:30-4:45 p.m. program will feature Westbrook Van Voorhis. The news will be prepared by a staff of 15 writers and researchers headed by Frank Norris, managing editor of the *March of Time* since 1941.

Win Ad Awards

TWO KDKA shows have won advertising awards for their sponsors. The F. A. Ensign Adv. Agency of Pittsburgh, has won the silver award of the Affiliated Advertising Agencies Network for placing the best 1942-3 radio program, with the KDKA show, *Sunday at the Smiths*, 15-minute sketch of family life, which ran 26 weeks. Second recent winner is Duquesne Light Co. of Pittsburgh, with the national award of the Public Utilities Adv. Assn. for the second consecutive year. The program: *Bernie Armstrong Presents*, half-hour musical variety with band, tenor and soprano.

IRONING OUT WHAS WRINKLES, the WHAS new operations advisory committee, composed of department representatives, meets in formal session. Standing (l to r): Jack Koch, traffic; Dick Wade, technician; Buddy Brock, announcer, and Jack Brooks, continuity. Seated (l to r): Dudley Musson, production; James Sheehy, sales, and W. Lee Coulson, general manager. The plan is proving quite a success.

EMPLOYES SOLVE WHAS PROBLEMS

Through Operations Advisory Committee Started Two Months Ago

UPLIFT for personnel relations at WHAS, Louisville, is the new formal operations advisory committee which replaces the old procedure of periodic staff meetings for informal exchange of ideas. Consisting of station workers selected by fellow-employes of each department, one representing each activity, the committee works out station problems, and according to W. Lee Coulson, general manager, the plan has put new zest into the WHAS organization.

Mr. Coulson sits in as umpire, taking little part in deliberations and letting rank-and-file representatives of the departments bat out problems of the day. Instead of competition for improvement suggestions, the meeting is a thorough-going discussion of day-to-day questions of station's and industry operation. Ideas crack and sparkle at the sessions, Mr. Coulson reports.

Holds Office for Year

Permanent chairman is elected and holds office for a year. Employes not on the committee have the right to walk into any session and listen in, state grievances or offer suggestions. In operation for two months, the plan has resulted in improvement all down the line.

Minutes of a recent meeting give an interesting sidelight on the new group's functioning. At this meeting, Mark Ethridge, publisher and general manager of the *Courier-Journal* and the *Louisville Times*, which owns and operates WHAS as a basic CBS outlet, sat in as observer. Noting that he was extremely interested in the plan, which looked like something he could apply to his organization, he advised that the group deal strictly with operational problems and avoid personalities.

Typical meeting covered a range of subjects—political broadcasts, cutting programs in time to join the network, right way to fade in and out of network shows, personnel shortage on Sunday mornings and transcriptions without time for studio announcements.

Rit Spots

RIT PRODUCTS Corp., Chicago (All-Purpose Rit), is steadily expanding its campaign of transcribed spot announcements, heard at present from 10 to 30 times weekly on 47 midwestern and southern stations. Since the beginning of the year, when southern markets were entered, 25 major stations have been added. Plans are now in progress to include an additional 10 stations by early fall, with more to be added later in the year. The campaign was begun two years ago on four stations, and by the end of this year it is planned that thorough coverage will extend from Pennsylvania to the Dakotas. Agency is Earle Ludgin, Chicago. Vincent Bliss is account executive.

Paper Firm's Spots

HUDSON PULP & PAPER Co., New York, on July 7 started participations on Mary Margaret McBride's program on WEAF, New York, in behalf of paper napkins, and several other household paper products. Firm recently entered another 13-week cycle on Marjorie Mills' in behalf of paper produc including toilet paper. Agency is Lawrence Fertig & Co., New York.

Two Join CBS

WHOP, Hopkinsville, Ky., and WPAD, Paducah, on July 18 joined CBS as special basic supplementary stations. Both outlets operate fulltime on 250 watts, with WHOP operating on 1230 kc. and WPAD on 1450 kc. Both are owned by the Paducah Broadcasting Co.

JORDANS TO STAR IN TWO RKO FILMS

MARIAN and Jim Jordan, stars of NBC *Fibber McGee & Molly*, sponsored by S. C. Johnson & Sons, have been re-signed by RKO for two more starring films. Paul Whiteman, BLUE musical director, and Oscar Levant, pianist featured on NBC *Information Please*, will portray themselves in the Warner Bros. film, "Rhapsody in Blue." Jack Haley, recently added as co-star to the NBC *Sealtest Program*, has been signed as lead in Paramount's musical extravaganza, "Rhythm Ranch." Al Pearce will be starred in the Republic film, "Here Comes Elmer," now in production.

Gracie Fields has been signed to co-star with Jack Benny in 20th Century-Fox film, "Two-Faced Qulligan." Production on that picture as well as Warner Bros. film, "The Horn Blows at Midnight," starring Benny, has been postponed until after the comedian's scheduled overseas camp tour. Title of the Lum & Abner new RKO release has been changed to "So This Is Washington."

MGM has bought Arch Oboler's dramatic story, "This Precious Freedom" and will make it into a two-reeler with Claude Rains starred. Original, from which the film version was adapted, was listed as the best radio drama of 1941.

Treasury Dept. Adopts New War Bond Slogan

OFFICIAL slogan adopted for the Third War Loan campaign, to begin Sept. 9 and to continue for three weeks, will be "Back the Attack With War Bonds," it was announced last week by the War Finance Division of the Treasury Dept.

Plans were being formulated last week for radio's part in the drive. Meetings were being held with networks and OWI for arrangement of broadcasts on Radio Day set for the opening day of the drive [BROADCASTING, July 12]

'Dead Set' Warning

ALARMED over the diminishing supply of radio tubes for home sets, the Philadelphia Radio Servicemen's Assn. has made an appeal to the listeners to write to their Congressmen, radio stations and newspapers calling attention to their dead radio sets. The plea was voiced during the Sunday night broadcast sponsored on WFIL, Philadelphia, by the association.

WEMP Basic Blue

WEMP, Milwaukee, effective Aug. 1, changes status as a basic supplementary affiliate of the BLUE, to a basic BLUE station. Milwaukee Broadcasting Co., operates the station with 250 watts on 1340 kc.

Lewis Honored

FULTON LEWIS jr., MBS news analyst, has been selected by the Sigma Delta Chi Journalistic Fraternity as winner of the 1942 radio newswriting award for his series of reports on the synthetic rubber situation.

"outstanding public services rendered by Radio Station KXOK"

UNITED STATES COAST GUARD
ST. LOUIS, MISSOURI
31 May, 1943

DISTRICT COAST GUARD OFFICER
ST. LOUIS, NINTH NAVAL DISTRICT

Radio Station K X O K
Star-Times Building
12th at Delmar
St. Louis, Missouri

Gentlemen:

Please accept the sincere appreciation of the United States Coast Guard, St. Louis, Ninth Naval District, for the outstanding public services rendered by Radio Station KXOK, and the splendid cooperation given us during the greatest flood disaster of a century.

Your help in broadcasting urgent evacuation messages during the early days of the crisis was undoubtedly responsible for the safety of many lives and a great deal of movable property. The necessary burdens of the Army Engineers, Red Cross facilities and Coast Guard were lightened by this great service.

Factual, clear-cut broadcasts by your mobile unit at the scenes of rescue operations under direction of Mr. Harry Renfro, were fine examples of news coverage and cooperation with the services engaged in evacuation duties.

The saving of life and property long has been the prime function of the Coast Guard, and the importance of fast, coordinated action cannot be over-emphasized. Radio's great contribution in times of emergency has proven itself many times before. This is but another example.

Thanks to your excellent staff for the fine effort you have displayed during this great flood catastrophe, as well as your generous contribution in presenting our regular weekly Coast Guard program, "Semper Paratus."

Sincerely,

S.S. YEANDLE
Captain, U.S. Coast Guard
District Coast Guard Officer
St. Louis, Ninth Naval District

FOR VICTORY BUY UNITED STATES WAR BONDS AND STAMPS

In line with KXOK's policy of presenting outstanding public service programs, KXOK recently completed a spectacular series of broadcasts direct from the scene of Missouri's worst flood in a century.

KXOK presents important public service programs on a regular basis, adhering to its policy of having a KXOK microphone on the scene whenever there is an event of importance in or around St. Louis. KXOK's alertness in presenting its listeners the type of programs they like, makes for a responsive audience in the Mid-Mississippi Valley market . . . and an opportunity for advertisers to do an excellent selling job.

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

KXOK

BASIC BLUE NETWORK

ST. LOUIS, MISSOURI

630 KILOCYCLES 5000 WATTS FULL TIME NATIONALLY REPRESENTED BY JOHN BLAIR & CO.

Canada Prepares Post-War Finance

Reserve of $150,000 Started For Improved Equipment

CANADIAN Broadcasting Corp. has started a reserve fund of $150,000 for the postwar period when heavy expenditures will be necessary to take advantage of improved equipment, Dr. Augustin Frigon, CBC assistant general manager, reported to the Parliamentary Committee on Broadcasting at Ottawa.

Marked changes in the transmission of broadcasts may be expected after the war, Dr. Frigon told the committee in explaining technical developments, especially FM. He expected that an international conference would be necessary to allot wavelengths and take up matters of interference across international borders.

Reporting on finances, the Dept. of Transport told the committee that the CBC had received during the fiscal year ending March 31, 1943, the sum of $3,667,340 from the sale of 1,728,880 receiving licenses, an increase of $215,158 over the last fiscal year. The CBC also received $34,350 in fees from private commercial broadcasting stations, bringing the CBC total from licenses up to $3,701,690 as compared to $3,485,332 in 1941-42.

Licensed Stations

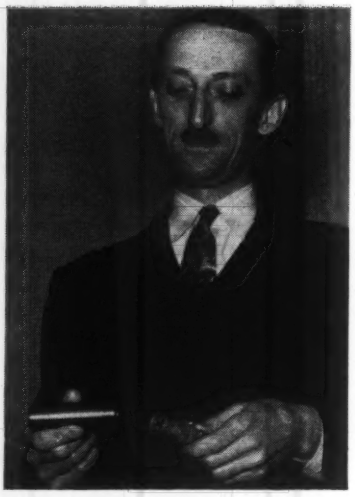
The number of broadcasting stations licensed this year in Canada is: CBC, 27 (including five shortwave licenses and 12 repeater licenses); university (educational) station licenses at a fee of $50, two; and privately owned commercial stations, 85 (including eight shortwave licenses).

Information was filed with the committee by the CBC showing that the corporation paid $787,000 to private stations last year for commercial advertising programs which they carried. The amounts received by individual stations ranged from $52,000 to $1,400.

In granting an outlet to the Mutual Broadcasting Company in Toronto last August, Dr. Frigon said he did not think the CBC had given Mutual any "vested interests" because it did not own the station and the contract by which it obtained the outlet could be terminated by the CBC on 30 days' notice.

W75C on Full Time

FM STATION W75C, operated by the Moody Bible Institute, Chicago, has received its provisional license and is now on the air daily from 11 a.m. to 9:30 p.m. Its present Sunday schedule is from 8 a.m. to local sunset. While limited at present to 1,000 watts power, W75C expects to become a 50,000-watt station after the war. Despite its low power, however, it claims a record for long-range reception, based upon a report from a listener in Greenville, R. I., who writes that he receives the station's programs with considerable regularity.



WITH MICROPHONE plugs damaged by wear and shell replacements unobtainable, Freddy Friedenthal, chief of audio transmission for WJR, Detroit, has developed a repair tool which smooths out the dents and returns a battered plug to service. It is unnecessary to remove the plug from the cord, he says, and the repair job can be done in a few minutes.

LITTLE MISS LOUCKS
Gets Her Answer From —Mark Woods—

JUVENILE public relations for the BLUE Network, it became known last week, is being handled by Mark Woods, the prexy himself. When June Loucks, 9-year-old daughter of Philip G. Loucks, Washington attorney and former NAB managing director, wrote the network about the summer vacation of *Captain Midnight*, following an argument with her six-year-old brother Mike (who aspires to the fearless Captain's role), Mr. Woods last Monday wrote to June:

"I understand that you are somewhat concerned that *Captain Midnight* is off the air for the summer. As you know, a number of radio shows do close for the summer, and come back again in the fall. I want to assure you that this will also be the case with *Captain Midnight*. It starts again on the same station, same time, on Sept. 27, 5:45 to 6 p.m. I am glad that you like this program and I hope that you also listen to some of the other programs of the Blue Network."

Then this P. S.: "I know your Daddy very well, and I think he is a grand chap."

'SATEVEPOST' ON FREE RADIO

EDITOR'S NOTE: The "Saturday Evening Post's" 3½ million readers were acquainted with the broadcasting industry's regulatory problem as a result of the historic Frankfurter opinion of the Supreme Court in the FCC-network cases in a lead editorial published in that journal's July 17 issue, available last Wednesday. The editorial, third to be published on radio in three successive issues, carries the unvarnished head "Do We Want Government-Controlled Radio?".

The question of the "freedom of the air"—what it is, who is to protect it and how it is to be regulated to fit the limitaions of radio as a medium of communication—has been passed back to Congress. According to the majority of the Supreme Court, in an opinion written by Justice Frankfurter, the Federal Communications Commission derives from the Communications Act of 1934 powers broad enough to include regulation of financial and contractual practices of radio stations, the conditions upon which programs are distributed by networks and, in Justice Frankfurter's interesting phrase, "the composition of the traffic" over the air waves.

Justice Murphy, in a memorable dissent, did not agree. He wrote: "If Congress had intended to cover the subject of network contracts and affiliations, it would not hav left it to dubious implications from general clauses lifted out of their context." But for the moment the Communications Commission is free to exercise the "not niggardly but expansive powers" conferred on it by the majority's interpretation of the statute.

At a time like the present, there is always the risk that debates on these matters will generate more heat than light. The debate in Congress sometimes exceeded the bounds of reason. Nevertheless, it seems to us reasonable to say that before any Government commission is given the right to determine the "composition of the traffic" over the ether of news, entertainment and opinion, Congress should make its own declaration on the issue.

Justice Murphy and Justice Roberts agree that the Supreme Court has exceeded its competence "when we gratuitously bestow upon an agency power which the Congress has not granted." But the majority agreed with Justice Frankfurter that, although the Communications Act "does not explicitly say that the commission shall have power to deal with network practices found inimical to the public interest," nevertheless, the commission must ignore any "cramping constructon" of the Act.

Since it is the intent of Congress which is being debated, there can surely be no objection to asking Congress whether it agrees with Commissioner Fly and the Supreme Court majority or with the radio industry, a considerable portion of the listening public—which thinks that radio broadcasting is pretty good—and the court's minority.

The alternative to a new determination by Congress upon its actual intentions is to hand over to an administrative agency powers which seriously threaten freedom of expression on the air. The issue is not whether a broadcasting station should contract to hold free time at the disposal of a network or whether a network should withhold from competing stations programs which have been rejected by a network station.

There are various opinions as to whether or not this or that of the commission's regulations would improve broadcasting or wreck it. The primary issue is not the merit of the rules, but the right of the commission to promulgate and enforce regulations which make fundamental changes in radio. What Congress must decide is what becomes of free broadcasting if a Government commission has power to "determine the composition of the traffic."

In less critical times, we might be accused of taking an alarmist view. But the Administration does too little to dispel alarm on the subject of free comunication. The President's frequent gibes at the newspapers, the suit against the Assocated Press, the continual preoccupation of Government spokesmen with the supposedly venal and one-sided character of such media: all this conspires to build up in the public mind a new fear, one which we supposed had been dispelled for all time—namely, that the heavy and unimaginative hand of bureaucracy is groping for control of thought and information in the United States.

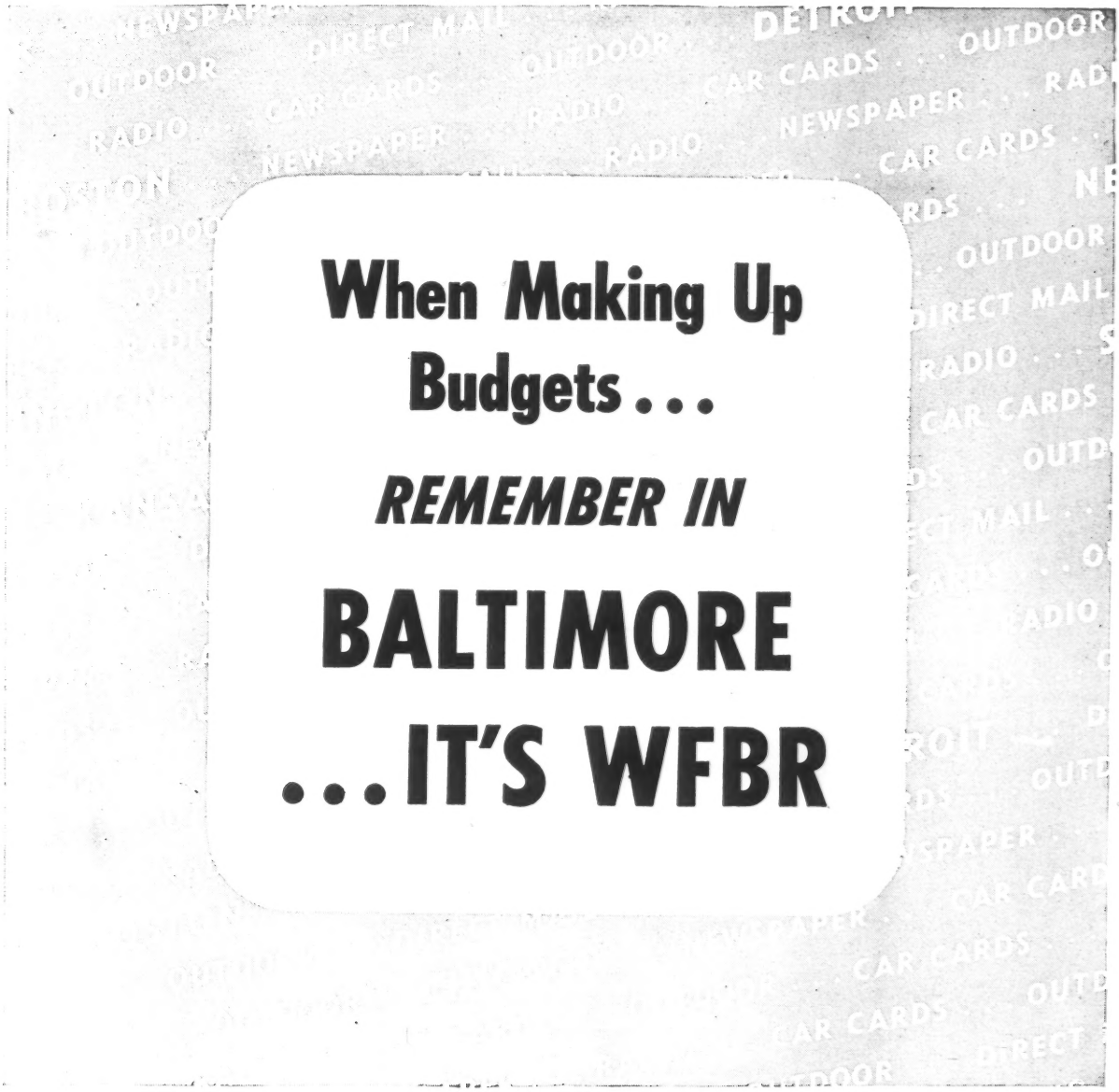
The social and economic views of many policy makers in the administratve agencies do not dissipate this fear. There is in the administrative agencies too much agreement with the opinion expressed by Milton Freeman, assistant solicitor for the Securities & Exchange Commission, who said in response to a question by Rep. Boren, of the House Committee on Interstate Comerce, "I believe any law of Congress or any rule adopted under it, if it in any way conflicts with a law of a state, supersedes that law."

According to the Constitution and a long procession of judicial decisions, the situation is not quite so cut and dried. But if Mr. Freeman represents the legal philosophy prevalent in agency circles, the revolt in Congress is not surprising. Precision in the delegation of powers to agencies is the minimum requirement for the preservation of our system of government. As applied to radio, we predict that Congress will take the view that no administrative agency is qualified to decide what shall be the "composition of the traffic," in so far as that means control over the ideas and information which Americans shall be permitted to hear.

Bottle Collection

EASTERN STATES Bottle Collection Committee starts a drive in the New York area July 12 to urge the return of "lost" beer, milk and soft drink deposit bottles, estimated at 45,000,000. A possible shortage of bottles in this region prompted the drive. While a fund of $50,000 has been raised from the three industries involved for paid space, there was no need to purchase special radio time as a number of the brewers and some of the dairy product firms already have programs on the air which are being utilized for this purpose. Spot announcements will be included in broadcasts for one month, duration of the campaign. Brewers Board of Trade is cooperating in the project. Agency is Young & Rubicam, New York.

XUM



Obviously the 6th largest city in the country will be in your plans. And that's why you should know about WFBR's ability to cut down sales costs. WFBR is one station that *gives you facts to justify* its selection in any budget . . . not just power alone.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that's costlier and too often wasteful.

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

SOMEWHERE IN SOUTH PACIFIC Marines get the latest news from home and the battlefronts when Technical Sergeant C. S. "Art" King, (right), former announcer of WEEI, Boston, reads the script prepared for him nightly by Technical Sergeant Harold Azine, formerly of WLS, Chicago, and WBAL, Baltimore.

ELMER DAVIS BACK IN FALL; NEW TIME

ELMER DAVIS, director of the OWI, plans to return to the air about Sept. 1, officials of the OWI Radio Bureau said last week, revealing that negotiations are now underway for a new time period for Mr. Davis' weekly news review. The 15-minute program, heard on all four major networks since March 12, was discontinued July 16, as Mr. Davis "will be absent from Washington."

Efforts of OWI to secure a new time for the Davis program were offered in Washington as proof that the OWI chief will retain his post, despite persistent reports that he would leave OWI as a result of Congressional maltreatment of the activities of the domestic branch.

In revealing that the program would resume at an undetermined new time in the fall, OWI said networks had already been informed that Mr. Davis was releasing the 10:30-10:45 period Friday evenings during which he had been heard on CBS, NBC and BLUE. Mutual has been recording the program for rebroadcast on Saturday.

OWI said Mr. Davis requested the change in time after he found that his crowded Friday schedule did not leave him enough time for adequate preparation of his talk.

Japs Hold Jack Clinton

ENSIGN JACK CLINTON of the Naval Air Force, formerly of the public relations staff of CBS Hollywood, reported as missing in action during a recent South Pacific engagement, is a Japanese prisoner of war, according to information received by his family.

High Mark

ALL RECORDS of the Army Air Forces Technical Training Command reportedly were broken by grade average of Pfc. Frank J. Elliott, 27, Hutchinson, Kan., when he graduated from Truax Field, Wisc., as a radio operator. Formerly a broadcast engineer of WAGA, Atlanta, Elliott had a mark of 97.3. He takes code at 72 words per minute, close to the maximum record.

Sicily News Aired in 33 Seconds After Africa Flashes 'Stand By'

Networks Prepared For Invasion News, With CBS First to Carry, NBC Close Second

FULLY PREPARED weeks in advance for flash news of each invasion step made by the Allies in the Mediterranean area, the shortwave departments of the major networks were ready at 12:05 a.m. (EWT) the morning of July 10 when news of the Sicilian invasion was sent around the world by Allied Force Headquarters in Africa.

Exactly 33 seconds after the signal came through from Africa to "stand by for special announcement", CBS put the news on the air, giving America the first word of the major step towards actual invasion of the European continent. At 12:18, CBS brought in Bill Henry, CBS correspondent in Washington, for a summary of what the War Dept. had to say on the invasion, after which the network intercepted and put on the air here a broadcast by Robert Dunnitt from Algiers to the BBC. Winston Burdett, CBS correspondent in North Africa, broadcast from Algiers at 12:27 and until 12:43 CBS presented Bill Henry again as well as Major George Fielding Eliot. Further news of the invasion followed at 7:45 a.m. on the CBS early morning news programs and continued at close intervals during the day and into early Sunday morning.

One Minute

NBC flashed the news about Sicily at 12:06 a.m. July 10 one minute after Radio Algiers gave out the news. George Putnam read the bulletins, after which NBC switched to Washington for the War Dept. reaction; to Algiers for highlights from Ralph Howard, NBC correspondent in North Africa; to New York for further background, and back to Washington for reports from Richard Harkness and Robert McCormick.

Mutual carried the news from its overseas reporter in Algiers, Seymour Korman, at 12:15 a.m., and since then has been presenting Korman on a twice daily basis at 10:30 a.m. and at 6:30 p.m. on the *Overseas News Report*. Jack Thompson, Mutual's "parachuting reporter", who filed his first invasion story for newspapers, bylined "with American Parachute Troops Bound For Sicily," is planning to broadcast his own participation in the invasion as soon as he can find broadcasting facilities.

First bulletin on the BLUE came at 1 a.m. with George Hayes giving the news just as the BLUE's all-night program *Say It With Music* was due to go on the air. Regular news bulletins on that program every hour on the hour highlighted the invasion, and at 8:30 a.m. on the *United Nations News Review* program, the BLUE gave its listeners a complete roundup from its correspondents at different points around the globe.

Under an emergency agreement set up between the OWI and the Coordinator of Inter-American Affairs, effective on July 9, shortwave broadcasters in this country fed Spanish broadcasts to South and Central America, and Portuguese news reports to Brazil from 7-9 a.m., as well as English reports throughout the day. During the newly allocated daytime hour schedule, the CIAA, in cooperation with United States shortwave broadcasters including NBC and CBS, presented various Latin American commentators speaking on all phases of the invasion July 10.

OWI Airs Landings

OWI's Overseas Branch put the news on the air at 12:08, concentrating on France and Italy, but broadcasting continually on all available transmitters in all languages. For the first few hours, OWI broadcast the announcement of the landings, and the text of Gen. Eisenhower's first communique.

The invasion announcement was aired by OWI on seven shortwave and mediumwave transmitters in North Africa, on all BBC units, and all shortwave transmitters in this country, on both the east and west coast. Officials reported that the Axis resorted to the most determined jamming that it has used in the propaganda war. As a result, the news was read slowly, and listeners in Sicily reported reception was good.

Radio Rome announced the invasion at 1:20 in a broadcast for foreign consumption. The Axis in general did not learn the news from its own sources for 24 hours.

After the first announcement of the invasion, OWI stations advised the people of France to be calm, and to listen to the United Nations radio for further instructions.

WOV, one of New York's leading foreign language stations, which claims to reach 2,000,000 Italian-speaking Americans, began special coverage of the Allied invasion of Sicily on Saturday, July 10. Keying their broadcasts to the loyalty and patriotism of Americans of Italian extraction, WOV newscasters stressed the fact that "The liberation of Italy from the Fascist-Nazi yoke has begun . . ." From 7 a.m. on through the day, news bulletins and special features were presented, including three well known Sicilian anti-Facists who made an appeal to the Italian community here for complete unity behind America and her Allies.

WOMEN TO ADVISE WOR WAR ACTIVITY

AS A RESULT of recent surveys disclosing WOR, New York, as the local station most helpful to women in their household work during wartime, Alfred J. McCosker, president of WOR, last week called a special luncheon meeting at the Hotel Waldorf-Astoria to discuss with prominent women in various fields further means of aiding women listeners at home and in the war effort.

Guests were invited to become permanent members of the WOR Women's Advisory Panel, to advise the station on such questions as How can WOR increase its aid to women in the war effort?; What type of information not on WOR do women want?; What is the group's opinion of the "soap-opera?"

Continuing Study

WOR was found to be the leading women's station in New York through a special question asked only of women by Crossley Inc. in the WOR-Crossley Continuing Study of Radio Listening in Greater New York. WOR led on the question "What New York station has programs that you feel give you the most help in your household work?" —while the second station mentioned was 1.7% behind WOR. The third station trailed by 4.8% and the fourth by 11.7%.

Third NBC Project Goes To Affiliates in August

THIRD in the series of program promotion projects generally titled "Parade of Stars" by NBC will be distributed to affiliated stations early in August, with the triple objective of creating interest in network programs, strengthening the position of NBC affiliates in the communities they serve, and building audiences for sponsored broadcasts.

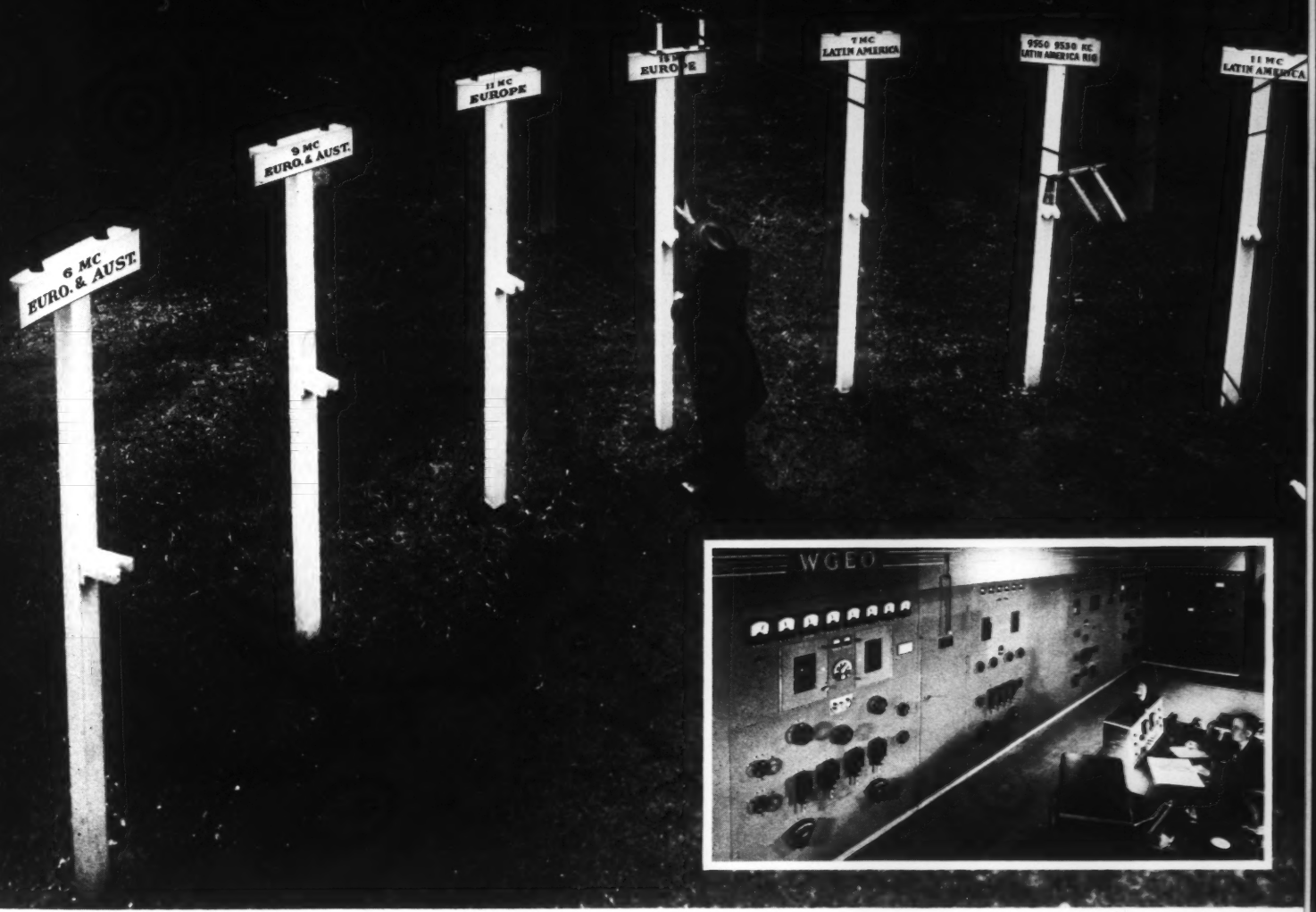
The new "Parade", contrary to its predecessors—the NBC "Fall Parade of Stars" in August 1942 and the "New Year Parade of Stars" in January 1943—supplies the stations with material usable throughout the year rather than for specific periods. Recordings, specially made by more than 30 of NBC's top-ranking features, are accompanied by scripts, announcements, promotional material, photographs and novelty ideas. Two albums hold the recordings, while a 25x14-inch portfolio holds the promotional material, and a series of scripts which gives program managers a chance to combine the special transcriptions for broadcasts varying from one minute to a half hour or longer.

Labor Recruited

EFFECTIVENESS of radio announcements in recruiting manpower in the Newark area has prompted National Tool & Mfg. Co., Kenilworth, N. J., to renew its contract on WAAT, Jersey City. In a letter to Victor Bennett, WAAT national sales director, the company stated that "radio announcements attracted more applicants to our plant seeking employment than the combined number attracted by advertising in five leading newspapers in this area."

XUM

All of America's 100-kw. transmitters have been built by G. E.



Switchyard at General Electric's 100-kw station, WGEO, in Schenectady, N. Y.

Forceful Allied propaganda is today beamed to all the Axis world by G-E international short-wave transmitters.

G-E pioneering in international short wave, begun in 1923, led to the development of nine American international stations of varying outputs up to 75 kw. Recently, G.E. added four more, two of them of 100 kw, the highest signal output of any American-built stations of that type. G.E. is now building three more giant 100-kw transmitters for the expanding American war needs.

General Electric is the only American manufacturer ever to have successfully designed and built international transmitters of such great power.

The G-E 100-kw and 50-kw transmitters for Station WGEO-WGEA, shown in the insert above, have their programs beamed by special panel-type antennae backed by ingenious dipole reflectors that step up the radiation efficiency.

In the main illustration is another G-E development, adding greatly to the flexibility and efficiency of international equipment. This antenna-feeder hook-up gives quick manual switching from one directional beam to another—from one overseas work area to another. Day and night, this powerful station is working for a shorter war, a better peace.

What G-E Leadership Means to You

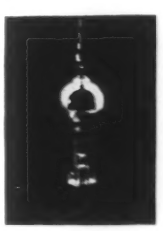
Informed thinking today points to changes in post-war broadcasting. It looks for a big increase in local FM stations. It foresees fewer but more powerful AM stations, and that television will grow, becoming an important factor in consumer markets.

General Electric offers any broadcaster a complete service in all three fields of FM, AM, television!

1. G.E.'s unmatched achievements in international transmitters are ample evidence of G-E ability to build new high-power AM transmitters and improved receivers after the war.

2. The fact that G.E. has built over a third of all FM broadcast transmitters and a large percentage of FM receivers is positive evidence of its continued leadership in the post-war FM field.

3. And four years of live-talent programming experiment in its own non-commercial television station, WRGB, plus its full line of television transmitters, relay transmitters, studio apparatus, and receivers provide a sum total of television equipment and experience that will be of immense value to the post-war broadcasting industry. . . . *Electronics Department, General Electric, Schenectady, N. Y.*



Tune in "THE WORLD TODAY" *and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E. W. T. over CBS. On Sunday listen to "The Hour of Charm" at 10:00 P. M. E. W. T. on NBC.*

• • •

42,000 hours of international service and still going strong! At WGEO, a G-E mercury-vapor rectifier tube — Type 857-B — has given faultless service since 1934.

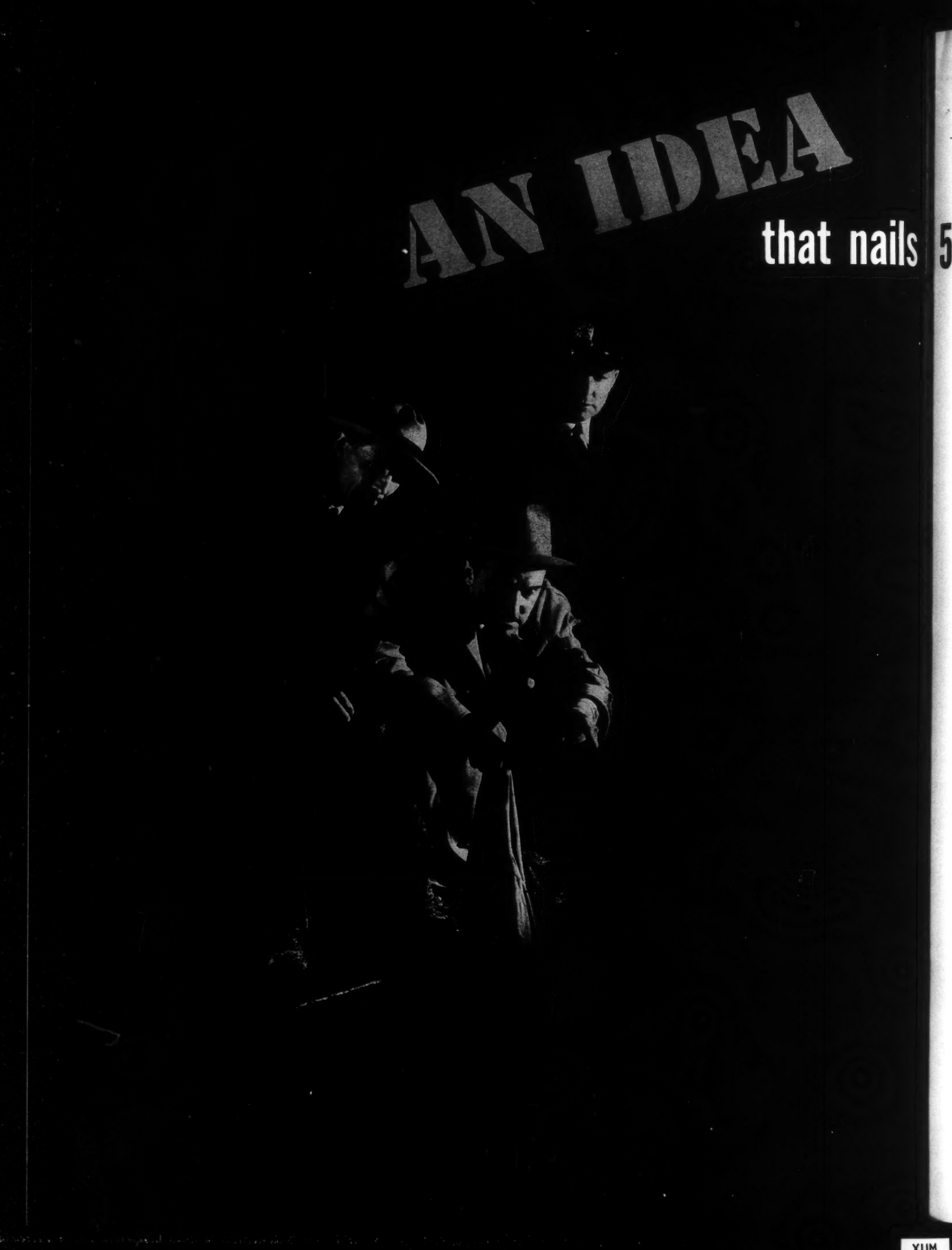
GENERAL ELECTRIC 160-86-6916

G-E employees are now purchasing over $1,000,000 in War Bonds weekly

FM · TELEVISION · AM

AN IDEA

that nails 5



551,000 families to their chairs!

A year ago an *idea* was born. A new program started in the West.

A low, sinister whistle pierced the blackness. Eerie music blended with the whistle...then a man's voice, low, apprehensive. For a half-hour listeners sat spell-bound.

The Whistler was on the air over Columbia *Pacific!*

Now, a year later, listeners still sit spell-bound, every Friday night at nine. 39.7% of all available radio families now listen to this program. That means a Hooper rating of 11.2. That means *551,000 families actively listening.*

The story of *The Whistler* is the story of all Columbia *Pacific* originations. It's a story of *ideas. Ideas* are the power-force in radio. *Ideas* are the starting point of every Columbia *Pacific* campaign.

Ideas—projected by *superlative execution*—make programs on Columbia *Pacific* strikingly successful. *The Whistler,* for example: It was written by top Hollywood writers. Then it was cast with top Hollywood talent, *and produced by the sure-footed staff of Columbia in the West... the staff responsible for so many of the great coast-to-coast CBS shows!*

Columbia *Pacific* serves some five million Western families—five million families who have the will to buy and the cash to pay. Through Columbia *Pacific* you can reach these families—reach them with *ideas* ... attention-arresting, action-impelling *ideas*—translated into radio programs that build West Coast audiences into a buying army for you.

Such programs as *The Whistler* are now available for sale on Columbia *Pacific.* Ask us or Radio Sales for details. Or ask us to create an *idea* for you... an *idea* planned to tell your story more dramatically than it's ever been told before.

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5—Columbia Square, Hollywood 28.
Represented by Radio Sales, the SPOT Broadcasting Division of CBS.

Editorial

End the Double-Talk

THERE'S lots of double-talk and confusion about the House Committee investigation of the FCC. For practically every piece of evidence put in by the Committee, Chairman Fly issues a press release, and talks about the Committee's "bid for publicity" or the falsity of the allegations, or the unfairness of the proceedings.

Last Friday, Mr. Fly appeared before the Committee. For two hours he parried every question propounded by Committee Counsel Eugene L. Garey. It was a great exhibition of shadow-boxing.

Mr. Fly refused to divulge any information on the investigation of NAB President Neville Miller by the Law Committee of the Board of War Communications on grounds of alleged "breach of trust" in connection with activities of the Domestic Broadcasting Committee of BWC. Mr. Miller was exonerated. Mr. Fly said he was under instructions from the BWC not to release any data relating to the Miller "trial" because it would "adversely affect the national security or injure the national prestige".

The Miller matter has been a sort of open secret in Washington for months. Mr. Fly's dislike of the NAB head is practically historic. It goes back to the NAB convention in St. Louis in 1941 when the FCC Chairman alluded to the NAB as akin to a "dead mackerel in the moonlight—it both shines and stinks".

Unlicensed by FCC

Mr. Miller is in the unique position of being the only broadcaster unlicensed by the FCC. He has no station affiliation. He has opposed Mr. Fly's policies and activities. Mr. Fly, almost from the start of his tenure in 1939, has tried to destroy that opposition and effect an NAB reorganization—one that would be more pliable and perhaps "cooperative".

The House Committee is under mandate from a branch of Congress to investigate the FCC. It has that duty. Mr. Fly doesn't like the inquiry, and has sought from the start to block it. But Congress makes the laws.

The war interest is paramount. Under the war pressure we must accept at face value the judgment of the Commander-in-Chief. The President, as Commander-in-Chief, for reasons he deems adequate, has refused the Cox Committee certain files and data relating to the FCC's war functions. The Army and Navy have disallowed testimony from their officers or officials for that reason.

The Committee is continuing its inquiry. It will get into many matters, we assume, which have no bearing on military operations. Nothing is to be gained by these violent outbursts and smoke-screens. An investigation has been overdue. The rising tide of Congressional complaint is answer enough. New legislation is needed—that's admitted everywhere except by the FCC majority.

So let's have a thorough-going, lawyer-like investigation, without the carping and bickering and begging of issues at every turn.

Jimmy Emotes

JIMMY PETRILLO loves to talk. He talked for a couple of days before the Senate Interstate Commerce Subcommittee investigating his recording strike last January. Then he talked for a couple of hours before the War Labor Board sitting in on that same controversy 10 days ago.

But the stories didn't jibe. Last January he wanted "more work" for unemployed musicians, a myth that was exploded shortly thereafter. Now, his musicians have simply "quit" because the transcription business is "peanuts"—a paltry $4,000,000 a year gross.

Jimmy insisted—until he appeared before the Labor Board—that he had no quarrel with the broadcasters, and that he was being "smeared". Now, it develops, he wants to force all stations—independents and networks alike—to hire fixed quotas of staff musicians. He wants the transcription companies to refuse to deliver recordings to stations declared "unfair". He wants the recorded music counterpart of the "squeeze" he uses on networks when an affiliate doesn't fall in line with an adequate staff orchestra (whether it performs or not).

That was evident last January—before negotiations even got under way. We said so in these columns. But he didn't make the demand until May 11. And when that was rejected, he turned to his invention that his men simply had "quit" their jobs.

Jimmy has a monopoly. He draws a salary of $49,000 a year, aside from "allowances and contingent funds", and along with a car and chauffeur in Chicago and another in New York. He told the Senate Committee he paid his income tax out of his Chicago Federation "fund". AFM has a reserve fund of "about $2,500,000". And Jimmy talks about "unemployment relief".

Jimmy has gotten away with it so far because of all the cushy legislative benefits voted by Congress to protect the right of the honest working man. But Jimmy is a czar with a punch. Thanks to his inflated ego, he told the WLB his real purpose. He wants to bleed the broadcasting industry for every possible dollar, and he wants to use the transcription companies as the device for getting at the non-network stations, many of which are already in red ink.

The WLB was told by Garrulous Jimmy in about so many words that he wants to create jobs to build his union. It had 148,000 members last January, and he claims 160,000 now. After the war he looks for a 200,000 membership. An NAB test survey last year revealed that only 35% of AFM's members list themselves as musicians—the balance being engaged in other occupations, trades or businesses. But AFM gets the dues.

Mr. Petrillo runs a business, apparently on the "public be damned" philosophy. The public can be deprived of the technological improvements and pay the added costs. His tactics wouldn't be countenanced in any other form of business. But he functions under the guise of a labor union.

It's up to the WLB now. If it doesn't give Jimmy the jolt he's been inviting these many years, just watch an indignent public express its will through Congress next September. By that time, however, the transcription industry may be as dead as a dodo—if Jimmy get's away with it again.

Our Respects To —

CAPT. WILBUR EICKELBERG

OFF TO THE WARS again might informally describe, in these days, the activities of Capt. Wilbur Eickelberg, U. S. Marines, who until some ten months ago was general sales manager of Don Lee Broadcasting System, Hollywood. For during World War I, Wib, as he is known to his business associates, joined up with the Marines as a private and finished as a first lieutenant.

When the United States entered the present war, he dusted off his uniform and notified Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, that he was taking a leave-of-absence.

Then on Oct. 7, 1942, he again reported for Marine Corps duty, but this time with rank of captain. Stationed at Camp Elliott, San Diego, Cal., he is Public Relations Officer in the Intelligence Section, Headquarters, Amphibious Corps, Pacific Fleet. His responsibilities were recently expanded to embrace the entire Fleet Marine Force in the San Diego area.

Born in Oak Park, Ill., March 14, 1897, Wib received his early education in the schools of that community. Lessons learned from hard knocks and a sturdy give and take, developed his critical acumen. More important, they laid the foundation for his characteristically sound judgments of human nature.

It was in the Spring of 1915 he joined the western advertising office of *Collier's Weekly* in Chicago. Wib remained with *Collier's* until April 1917 when President Woodrow Wilson called for volunteers for World War I. Joining the 6th Marines as a private, Wib sailed for France September, 1917. He participated in the engagements at Belleau Woods, Soissons, St. Mihiel, Blanc Mont Ridge and the Meuse-Argonne, and won the Silver Star with Oak Leaf Cluster. Young Eickelberg advanced through the non-commissioned ranks, and in September, 1918, was commissioned a second lieutenant. Honorably discharged a first lieutenant in August, 1919, upon return to the United States from the Army of Occupation in Germany, he renewed his former business affiliation as an advertising solicitor. Two years later, he became representative for the *American Legion Weekly*, and was named western manager in June, 1926.

Next move, in May, 1927, was to the Chicago advertising offices of *True Story Magazine*. He became western manager of *Smart Set Magazine* in August, 1928, and retained that post until its discontinuance in 1930. Thereafter Wib went to California and opened the San

(Continued on page 36)

XUM

"TODAY, IN BUSINESS AS IN LIVING, THE ESSENTIAL THINGS COME FIRST!"

A Needle...and the Washington Market

What has the Washington Market to do with a needle and thread? The answer is easy.

The American people know that a needle and thread are essential . . . or it might be back to leopard skin for all of us.

And American business men know that advertising in the *right markets* is *essential*, particularly today . . . or back they might go to swap and barter.

Washington is one of these *right* markets . . . and WRC is the essential station . . . because WRC, in Washington, the nation's listening post, covers a market where the population has doubled in two years . . . where retail sales have tripled — where the average family income is highest in the country . . . where morning, afternoon and night, more people listen to WRC than any other station in Washington.

WRC . . . WASHINGTON

One of Eleven Stations in
Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations that broadcast the nation's most popular programs to 55% of the radio families in the United States . . . eleven *essential* stations where the buying power is 34.2% greater than the average for the whole country.

Yes, eleven stations as essential to American business for the maintenance and growth of war and peace time sales as a needle and thread are essential to the American people for the maintenance of their way of life.

WRC • WASHINGTON

WEAF • New York	KYW • Philadelphia
WMAQ • Chicago	KPO • San Francisco
KDKA • Pittsburgh	WBZ-A • Boston-Springfield
WTAM • Cleveland	WGY • Schenectady
KOA • Denver	WOWO-WGL • Fort Wayne

NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—Washington

SQUIBB
True Story
WOODBURY
MEDREX
STANBACK
HEADACHE POWDERS
ROYAL CROWN COLA
CHELSEA
CIGARETTES
Jergens
Tek

One Sound Effect They Gotta Have!

Retailers want action the very same day! The cash register bell is their sweet music. WITH carries more retail accounts in Baltimore because tempo programming rings that bell.

N.B. When you've got the leaders in both the national and the retail field, you've got something!

W-I-T-H—The People's Voice—BALTIMORE

On the air 24 hours a day — seven days a week

THOMAS TINSLEY, *President*

REPRESENTED NATIONALLY BY HEADLEY-REED

W-I-T-H

MERCIREX
VITAMINS Plus
Nujol
REM
RESINOL
DENTYNE
Quink
PEPSI-COLA
Crosse & Blackwell

Personal NOTES

MARK WOODS, president of the BLUE, on July 16 was host at a luncheon at the St. Regis Hotel, New York, in honor of Lunsford P. Yandell, vice-president of the BLUE, who has returned to New York after a 10-month stay in England, where he assisted in the organization of Red Cross activities for U. S. troops.

INGHAM S. ROBERTS, general manager of KGBS, Harlingen, Texas, is father of a boy.

WENDELL WILLIAMS, manager of NBC's continuity acceptance office in Hollywood, has been in New York, conferring with Stockton Hellfrich, editor of NBC's continuity acceptance division. He left New York July 2 for Chicago, for conferences with Robert Gilbert, manager of the central division continuity acceptance office, and with William Murphy, of the script division.

SIR CECIL GRAVES has resigned as joint director general of BBC for reasons of health. Associated with BBC for the last 17 years, Sir Cecil founded the Empire Service, forerunner of the present Overseas Services.

GUP CAPPER, former advertising manager of the New Rochelle *Standard Star*, has been appointed to the sales staff of WJZ, New York, by John McNeil, manager of WJZ, replacing Luellen Stearns, who has joined the Army.

DONALD D. SULLIVAN has joined WMT, Cedar Rapids, as account executive. He is the former owner and operator of the Sullivan Bus Lines, transporting workers to the Burlington, Ia., ordnance plant.

Our Respects to

(*Continued from page 34*)

Francisco offices of Scott Howe Bowen Inc., one of the pioneer organizations in selling spot broadcasting. During this time he became acquainted with Lewis Allen Weiss, general manager of Don Lee Broadcasting System, then affiliated with CBS. This acquaintanceship deepened into friendship which kept the two in close touch during 1935-37, when Wib left Scott Howe Bowen Inc. to join the New York offices of Edward Petry & Co., station representatives. Meanwhile Lewis Allen Weiss had joined WJR, Detroit, as general manager, thus becoming one of Petry's clients.

When Mr. Weiss returned to Los Angeles in January 1937 to assume his present position, he invited Wib to go along with him as general manager of KFRC, San Francisco. Wib accepted the invitation and two years later, during July 1939, shifted to Los Angeles to become general sales manager of the Don Lee. He remained in that post until his recent re-commission in the Marine Corps.

Married to Sibyl Hitt Leonard on Oct. 1, 1937, their Brentwood district home became a hobby, along with golf. However, both those pleasures have been on leave-of-absence since the sandy-haired, grey-eyed general sales manager closed down his desk last October and dusted off that Marine Corps uniform again.

Magnetic Wire Recorder Used by Paper In 1935

Editor, BROADCASTING:

In your issue of May 12, page 30, there is an item titled "Navy Finds Magnetic Wire Recorder Useful in Ship and Shore Operations". The last paragraph of the article states the Bell Laboratories experimented with a magnetic recorder about ten years ago but dropped the experiment.

It may be of interest to you to know that I induced the Bell Laboratories to develop these machines for use by the press and about the year 1935 four of them were installed in my office. These machines are still functioning daily and operating with 100% efficiency.

FRED E. MEINHOLTZ,
The New York Times
New York, July 12, 1943

PAUL W. WHITE, CBS director of news broadcasts and public affairs, is the subject of an article in the August issue of *Esquire* magazine, written by Woodrow Wirsig, formerly of the CBS shortwave news department.

DONN B. TATUM, associated with the Los Angeles law firm of Lillick, Geary, McHose & Adams, has been appointed Pacific Coast attorney for NBC. He succeeds Richard Graham who has joined the Navy as lieutenant (j.g.).

KEITH FIELD, a veteran of ten years in Maine newspaper advertising and former state publicity director, has been named sales manager of WHEB, Portsmouth, N. H.

IRVING ROBERT ROSENHAUS, general manager of WAAT, Newark, is the father of a boy.

CHARLES TAPPY, formerly of the *Washington Post*, has joined the sales staff of WMAL, Washington, replacing Sam Booth, now a Navy ensign.

A. D. WILLARD Jr., general manager of WBT, Charlotte, N. C., has been named general chairman of the local War Chest drive.

FRANK QUINN, general manager of KOB, Albuquerque, N. M., has been named OWI state consultant.

C. M. EVERSON, general manager of WHKC, Columbus, has been elected president of the Columbus Rotary Club.

VERNON BOYLSON, manager of WBRW, Welch, W. Va., has been granted leave for overseas duty with the Red Cross. He reports to Alexandria, Va., July 19 for four weeks training.

WHY does it give listeners new thrills and make sponsors glad to pay the bills?

"THE WEIRD CIRCLE"

SEE PAGE 49

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

MILITARY-CIVILIAN UNDERSTANDING HELPED IN MANY WAYS BY WRVA

The principal objective of **WRVA**, Richmond, Va., is to contribute to military-civilian understanding in a state which today is host to thousands and thousands of service men. Naturally this objective takes in so much territory that it has been necessary for **WRVA** to develop many special series of programs.

Twice each week, casts of 30 entertainers are sent to camps in Virginia, where they stage non-broadcast entertainments. Following these shows, servicemen go on the air for 30 minutes.

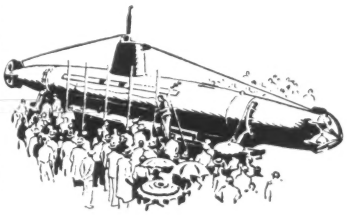
From Camp Pickett comes "A Letter to Dad," in which soldiers dramatize a report-to-home about Army life. "Fort Eustis Open House" takes listeners into camp with music and interviews. "Conquer We Must" originates at Camp Lee, with a skilled dramatic cast to inspire civilians to greater effort in support of our armed forces. "Boots to Builders," from Camp Peary, gives **WRVA** listeners a clear picture of the Seabees — the Navy's Construction Battalions. For helping to enlist recruits in the Seabees, **WRVA** Program Service Manager Irvin Abeloff received an Award of Merit from the Navy.

"Navy Smoker" is a 30 minute radio visit to look in on a spectacular 3 hour show at the Norfolk Naval Training Station. "Victory Mothers" features the reading of real letters from boys in service. Mothers read letters in reply.

At the start of the Second War Loan Drive, **WRVA** staged a 2½ hour show in the 5000-seat Civic Center at which a capacity audience bought more than a quarter of a million dollars' worth of bonds.

And all this is just a sample of the splendid job being done by **WRVA**. Certainly, congratulations are in order!

•••—



Jap submarine helps Uncle Sam

When the Jap suicide submarine, captured at Pearl Harbor, went to Worcester, Mass., on its Treasury Department tour, **WTAG** put on a real barrage of publicity. About 20% of Worcester's 200,000 people turned out to see the undersea craft —turned in $430,000 for War Bonds and Stamps for a view of the interior. That should help to sink some more Japs!

•••—

WKY helps to pay for new cruiser

Oklahoma City is a long way from salt water, but her people want to be well represented on the sea. So there was quite a celebration over a four-station program, originating at **WKY**, when Oklahoma City topped $40,000,000 to underwrite construction of the new cruiser *U.S.S. Oklahoma City.*

•••—

Bonds for Bombers sold by WBIG

During the final week of the Second War Loan Drive, **WBIG**, Greensboro, N. C., played a leading role in the campaign to pay for a squadron of bombers for Guilford County and 28 fighter planes to escort the bombers. To assist in bond selling, **WBIG** sent its Bond Wagon and members of its staff to Greensboro schools—met with such an enthusiastic response that this service will be continued for the duration.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, we will use it in one of this series of War-Grams.

On the occasion of Hitler's birthday, a number of stations staged special bond selling celebrations.

WBOW, Terre Haute, Ind., held a party with "Most miserable returns of the day" as its theme.

KWFC, Hot Springs, Ark., sent Hitler a "bouquet of bombs" in the form of War Bond sales.

WCOV, Montgomery, Ala., raised $463,846 as a special token of dislike for Adolf on his birthday—then staged another successful party a few days later on Hirohito's natal day.

Everyone should be happy except the birthday boys themselves.

•••—

WINX gets truck drivers

Facing a manpower shortage, the American Trucking Association sponsored a call for drivers, broadcast seven times daily on **WINX**, Washington. Pointing out that driving trucks is an essential war job, these messages brought in so many men that the appeal was broadened to include freight checkers and truck helpers.

Be there . . . be safe!

A new program is now being aired seven times a week by **WEBR**, Buffalo, N. Y., to curb absenteeism and promote safety in the plants of 60 Niagara Frontier Industries. Live dramas, transcribed music and safety jingles, interviews with workers, talks by plant personnel people and union representatives are broadcast. The time of the broadcasts is varied in order to reach as varied an audience as possible with these important messages.

•••—

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

Defense Day at WINS

On Civilian Defense Day, **WINS**, New York, turned over its entire broadcasting time to the local Civilian Defense Volunteer Office. While commercials were retained, all sponsored and sustaining programs were either devoted entirely to Civilian Defense appeals or carried spot announcements of the agency's needs for volunteers.

•••—

Voices and Ears for our fighters

Commanders of the Navy's deadly PT boats and sub-chasers give and receive orders over sturdy, sea-going radio telephone equipment. In fighting planes and tanks, radio is essential for coordination of attack and defense. Much of this equipment is being supplied today by Western Electric.

NORMAN R. FRAME, assistant secretary of Western Electric Co., New York, has been elected secretary of the company, succeeding Harry B. Gilmore, who is retiring Sept. 1 after 41 years with W-E.

CAPT. RICHARD A. BOREL, former manager of WBNS, Columbus, O., and now with the Services of Supply, Washington, is father of a boy.

KERN TIPS, manager of KPRC, Houston, has been appointed civilian defense director for Harris county by County Judge Roy Holfheinz, Mayor Otis Massey and the mayors of the 11 other municipalities in the county.

Gerald A. Kelleher

GERALD A. KELLEHER, 42, founder of the Empire Broadcasting Co., New York, died in New York July 10 after a brief illness. Prior to establishing his broadcasting company three years ago, Mr. Kelleher was a partner in the firm of Henry Morgan & Co. He resided in Pelham, N. Y., where he leaves a widow and four daughters.

CARLTON COVNEY, So. California manager of John Blair & Co., station representatives, is the father of a boy.

PRENTICE SALDE has joined the sales force of WINN, Louisville, Ky.

GLEN BANNERMAN, president and general manager of the CAB, Toronto, has been named a member of the Awards Jury of the Assn. of Canadian Advertisers, which will announce the winners for distinguished service to advertising later this summer.

SID FULLER, general manager of KGB, San Diego, Cal., has been appointed assistant program manager of Don Lee Broadcasting System, Hollywood, effective Aug. 1. Fran Ide, assistant manager of KGB, is to be appointed general manager, with William Evans, now station sales manager, taking over his vacancy.

LT. WILLIAM D. SHAW, Army Air Forces, and former account executive of CBS San Francisco, and Jacqueline Parkinson were married in Sacramento, Cal., July 6.

J. FRANK BURKE Jr., manager of KFVD, Los Angeles, is the father of a boy.

EDWARD TOMLINSON, advisor to the BLUE on inter-American affairs, has been awarded the National Order of Merit, Official Grade, by the Government of Ecuador "in recognition of his broadcasts and writings on Inter-American affairs".

COM. A. J. BOLTON, formerly in charge of radio, press and pictures for 11th Naval District, has been appointed liaison officer with Lt. Com. Eugene Zukor, for the Navy on radio and pictures.

GEORGE HARSHBERGER, former head of the statistical department of CBS Hollywood, has been appointed an account executive.

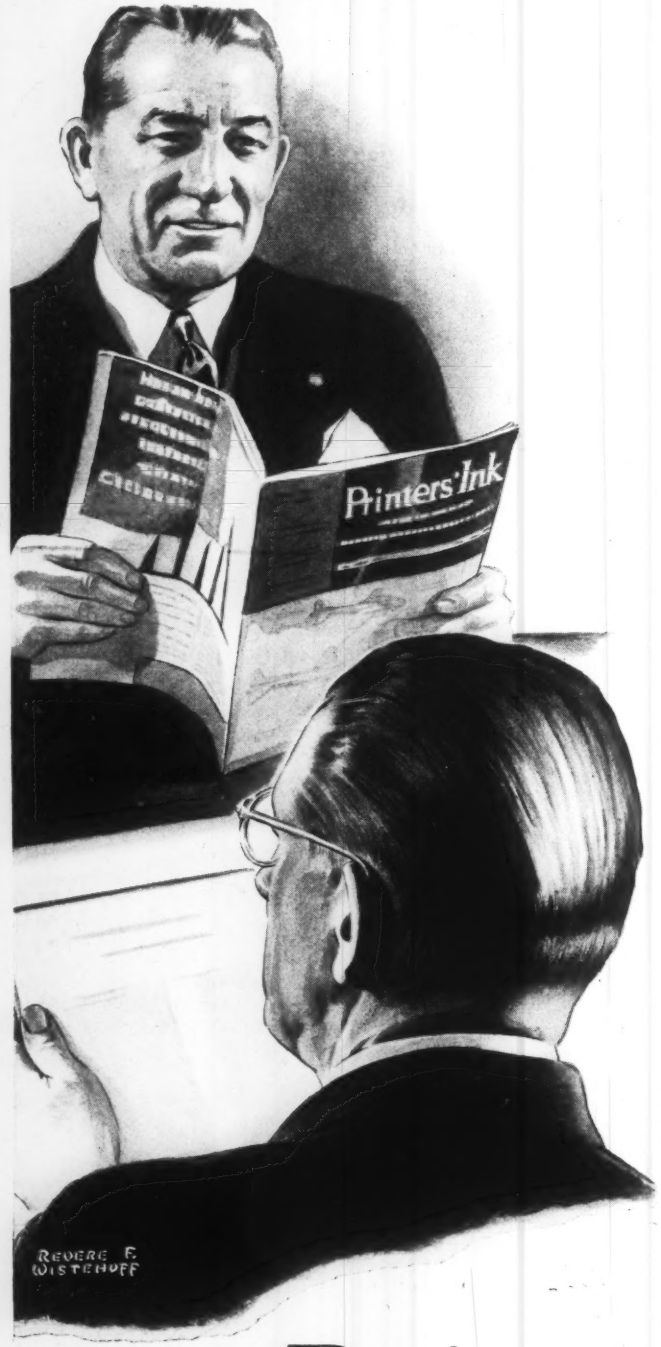
DEWEY LONG QUITS WLW CHICAGO POST

DEWEY LONG has resigned as manager of the Chicago office of WLW, Cincinnati, it was announced July 13 by R. E. Dunville, vice-president of the Crosley Corp. and assistant general manager of WLW-WSAI. Disagreement over policy matters was given as the reason for resignation.

Mr. Long came to the Crosley stations five years ago to manage WSAI and was placed in charge of the WLW Chicago office shortly after WLW took over its own sales representation. Before joing Crosley, he was sales manager of WBT and Radio Sales Inc. representative at Charlotte, N. C. Mr. Long has made no announcement of plans for the immediate future but stated he plans to continue in the broadcasting industry.

War Bond Tour

SUMMER War Bond tour of six cities by the H. J. Heinz Co. program *Information Please* has resulted in the sale of $275,179,000 worth of bonds, according to figures released by NBC. Originating in Boston, Hartford, Philadelphia, Cleveland, Chicago and San Francisco, the quiz program also accounted for additional dollars through the sale of blocks of admission tickets to large business organization. The program is now off the air for the summer, returning to its Monday 10-10:30 p.m. spot on NBC Sept. 13.



NEW IDEAS FOR
MEDIA SELLING

"We never wait for prepared lists. We sell advertising with ideas."

"You mean copy themes from Printers' Ink?"

"Well, Printers' Ink is right, but the copy themes are only half the story. We use a lot more of the book than that. First of all, P. I.'s budget information tells us how much an account is spending, or should spend in relation to its competition, and how much with us in relation to other media."

"Oh, I get it! You probably compare the analysis with the P. I. Industry Reports to find the weak spots and then . . ."

"Then, the rest is simple. Printers' Ink campaign articles indicate the trend and stimulate our thinking. We develop similar copy themes tailored to fit the need. When our P. I. files fail to reveal the right material, we simply write to their Readers' Service Department . . . it hasn't failed yet."

"What happens when the prospect reads the same articles? Most important advertisers do, you know!"

"That's what makes it easy to present. The average account has been pre-sold on the idea first. We make it a point to suggest these programs to the prospects developed through our own advertising in Printers' Ink. Boy, that book never lets us down."

' ' '

Most advertising, management and sales-minded people read Printers' Ink to get this usage, the wealth of ideas and information that P. I. builds into all its articles. This interpretive editorial policy delivering the "know-how" and "know-why" of advertising, marketing, merchandising and selling provides the vital "difference" that makes Printers' Ink the most quoted voice in the industry.

Printers' Ink

THE STIMULUS FOR EFFECTIVE SELLING . . . *always read, often quoted, never ignored*

SEE PAGE 49

BEHIND the MIKE

MADELINE STEINGUT, daughter-in-law of Irwin Steingut, of the board of WLIB, Brooklyn, has joined the station as a script writer. While studying radio at Russell Sage College, Troy, N. Y., she wrote scripts for local stations. Joan Sack, continuity director, has been replaced during a summer leave, by Noretta Brown, of the script department.

JACK ANDERSON and Roger Stoner, formerly of KBIX, Muskogee, Okla., have joined KGGF, Shawnee, Okla., as announcers.

RAYMOND KAY and Harry Fleetwood, announcers of WIP, Philadelphia, report for induction shortly. F. Russell Gilbert, replaces Mr. Fleetwood as announcer on W49PH, WIP's FM station.

JOHN LEBAN, formerly of George Heide, recording firm, has joined the announcing staff of WCAE, Pittsburgh.

CAROL HUGHES, formerly editor of *Tune-In*, radio magazine, has joined NBC's press relations staff.

CAPT. RUTH MARY MORTON, formerly of WBOW, Terre Haute, now in the Wacs headquarters in Washington, was recently married to Maj. Donald Thompson, chief of the continental liaison branch, Bureau of Public Relations, War Dept.

LEE BENEDICT, formerly of MBS in New York, has joined the continuity department of WPIC, Sharon, Pa.

CHRIS MACK, farm director of WNAX, Yankton, S. D., has joined the Seabees and is stationed at Camp Peary. George B. German, WNAX entertainer, has taken over Mack's duties, while Mack is on leave, including *Man on the Farm* interviews. The series is sponsored three times weekly by DeKalb Hybrid Corn, and is heard daily at 12:50 as part of the WNAX *Dinner Bell Roundup*.

DARRELL DONNELL, formerly with the domestic bureau of the OWI in San Francisco, has joined KJBS and KQW, that city, as newscaster.

GERRY MURRAY, formerly of the publicity department of WOR, New York, and before that with *Printers' Ink*, has joined the BLUE sales promotion department as a copywriter.

ABRAM CHASINS, pianist, composer and commentator, has been named to the new post of musical consultant to WQXR, New York.

WARREN L. ROBINSON, formerly of CFCH, North Bay, Ont., and CKGB, Timmins, Ont., has joined the announcing staff of CBO, Ottawa.

BILL HERBERT, chief announcer and special events supervisor of the British Columbia region of the Canadian Broadcasting Corp., Vancouver, has joined the Canadian Army.

CHESTER GIERLACH, formerly an assistant director in the CBS network operations department, is now a member of the music division. Clinton Johnston, production director of the CBS education department, will enter the Army July 22. Araby Gilmore, former assistant in the network's program analysis department, is now an assistant in the presentation division of the sales promotion department.

JACK GALE, formerly of 20th Century-Fox special services radio department, has joined Music Corp. of America, Beverly Hills, Cal., talent service, as radio contact.

"My son and I," says a California farmer, "hear your Farmer's Digest Program every morning from the givin' end of a cow. It's the best program of its kind... keep it up." Letters like this are typical of the friendly response to KPO's Farmer's Digest. If you have something to tell (or sell) farm families in the wealthiest* farm area in the U.S. get the facts...and you'll be on

* 7 of the 10 top farm counties in the U. S. are served by KPO

KPO
FARMER'S DIGEST

REPRESENTED BY NBC SPOT SALES

New York · Chicago · San Francisco · Boston · Cleveland · Denver · Washington · Hollywood

NATIONAL BROADCASTING COMPANY · RADIO CITY · SAN FRANCISCO

"Plug" Kendrick says:

RESULTS BRING RENEWALS

Greater Louisville First Federal Savings & Loan Association started WINNvertising in January 1941. They're still with us!

SPOT SALES, INC.

National Representatives

WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

JOYCE NISSEN, of NBC Hollywood publicity department, and Harold Halley, Los Angeles freelance publicity agent, were married in June.

DON ROBERTS has been named traffic department head of KTMS, Santa Barbara, Cal., succeeding Jack McClaren, resigned.

JACK LYMAN, producer of NBC Hollywood, has been inducted into the Army, with Frank Pittman, formerly of sound effects department, assuming his production duties. George Volger, night program manager, has been named assistant manager of Hollywood recording division, with Seward (Bud) Spencer, of traffic department, taking over as night program manager.

HOWARD BRESLIN has joined writing staff of the weekly CBS *Mayor of the Town*, sponsored by Lever Bros. (Rinso). Jean Holloway, formerly assigned to that series, has rejoined New York staff of the *Kate Smith Show*.

GLORIA DURKIN, former traffic manager of KFBI, Wichita, Kan., has joined the continuity department of KROW, Oakland, Cal.

LAMONT JOHNSON, former announcer of KMPC, Beverly Hills, Cal., is freelancing in New York.

HARRY McTIGUE, formerly of WLOL, Minneapolis, has taken over as production manager of WINN, Louisville.

PATRICK KEATLEY, Vancouver newspaperman, has joined the CBC at Vancouver as press and information officer for the British Columbia region. He succeeds Georgina Murray who has joined the WRENS.

LEE WALTERS, announcer of the BLUE Central Division, is father of a baby girl.

IOLA JOSEPHSON, production manager of KGER, Long Beach, Cal., and Norman Masterson, Los Angeles freelance writer-announcer, will be married July 25 in Long Beach.

MARY ANNE RAY, in charge of program traffic for KGER, Long Beach, Cal., and Lt. (j.g.) Robert Byrn, U.S.N., were married on July 2.

NAN WOOD, graduate of Ohio U. in dramatics and speech, has joined WWVA, Wheeling, W. Va.

DAVE KILBOURNE, of Minneapolis, has joined the announcing staff of KYSM, Mankato, Minn.

DENNIS BUSSARD, of Minneapolis, has joined the announcing staff of WJMC, Rice Lake, Wis.

GERTRUDE RICHMOND has been appointed program director of WCOP, Boston. Miss Richmond was formerly head of the continuity department at WORL, Boston. She replaces Lou Walker, now in the Army.

ELDON CAMPBELL, program director of WOWO-WGL, Fort Wayne, Ind., is father of a boy.

JACKSON WEAVER, announcer of WMAL, Washington, and June Rowe, of Buffalo, were married recently.

PETE COUSINS, assistant chief of the WMAL newsroom, Washington, is the father of a baby boy. Jack Edmunds, WMAL program director, is the father of a baby girl.

ANNIE LEE STAGG, formerly with WMBR, Jacksonville, Fla., KFRU, Columbia, Mo., and WFMJ, Youngstown, Ohio, has joined the announcing staff of WSB, Atlanta.

GRADY COLE, farm editor of WBT, Charlotte, N. C., has been cited by the Salvage Division of the War Production Board.

SYLVIA MILROD, whose *Victory Starts at Home* broadcasts have been heard on WINX, Washington, for two years, is on leave to do research and writing on *This is Official*, BLUE program produced by John Heiney.

CFAC AND WD's had themselves a time in a recruiting stunt on behalf of the women's unit of the Royal Canadian Air Force. The Wd's came into CFAC and took over for the event, from receptionist on up, and they did it for an entire day. Assistant Section Officer Ivie Summers of the recruiting center occupies the desk of Manager Bert Cairns, who studies her managerial technique.

JAMES A. AULL, publicity director of KYW, Philadelphia, for nine years, leaves Aug. 1 to become advertising manager of Strawbridge & Clothier Department Store in Philadelphia. John J. (Chick) Kelly, news editor of KYW, takes over the duties of publicity director in a new post combining news, publicity and industrial relations. Bob Warren, announcer, has left for Army duty. Pamela Davis has joined the program department, succeeding Helen Vogel who has been transferred to the Sharon, Pa., plant of Westinghouse Electric & Mfg. Co.

MAC McGUIRE, formerly of WLAV, Grand Rapids, Mich., has joined the announcing staff of WCAU, Philadelphia. Helen Buck heads the transcription department, succeeding Charles DeKlyn, resigned. Her former post as assistant has been taken by Ruth Shapiro.

RAY DOREY, announcer and singer of WBRK, Pittsfield, Mass., has been engaged by Benny Goodman as vocalist for his orchestra.

SOPHIE MILLER, script writer and entertainer of WKNY, Kingston, N. Y., has been named program director of special programs and events.

JOE HERGET has been named program director of WCHS, Charleston, W. Va., succeeding Bill Adams, who goes to WHEC, Rochester, N. Y., as program director. Herget started with the W. Va. network in 1937 as announcer-writer at WBLK, Clarksburg, and later worked in various capacities at all other of the network outlets.

WILLIAM ELISCU, formerly of NBC and now handling radio on the staff of Col. Edwin J. F. Glavin, public relations officer, Eastern Defense Command, has been advanced from master sergeant to warrant officer.

PAUL SCHUBERT, Mutual commentator, has done a newsreel commentary on the Japanese situation for Newsreel Distributors.

ALLAN L. BERG has been promoted to chief announcer of KHUB, Watsonville, Cal. Added to the staff as announcer-technician is Tony Cronin formerly of WMFG, Hibbing, Minn.

BOB EHRMAN, who left WTOP, Washington, to serve with the radio division of public relations, American Red Cross, has returned to WTOP as producer and program supervisor.

CBS Coast Changes

EXPANDING the production department and setting up a planning board to build new programs, Donald W. Thornburgh, CBS Pacific Coast vice-president, on July 14 announced personnel realignment. Glan T. Heisch, formerly Hollywood Deputy Chief, Radio Division, Overseas Branch of OWI, becomes West Coast assistant program director in charge of production, a new post. He was for five years program manager of KFI-KECA, Los Angeles. Everett Tomlinson, CBS West Coast continuity editor, was made assistant program director in charge of writing. John Dunkel has taken over Tomlinson's duties. Hal Hudson continues as Pacific Coast program director in charge of all operation.

Stanley to WTOP

HOWARD STANLEY, of WINX, Washington, has been named to succeed Lee Chadwick as promotion-publicity director of WTOP and CBS Washington, effective about Aug. 1. Mr. Chadwick, after a year with WTOP, is scheduled for induction into the Army. A former newspaper man, Mr. Stanley started in radio as publicity-promotion man for WGAN, Portland, Me., and was with the Mason-Dixon network at WGAL, Lancaster, Pa., for three years before joining WINX to do promotion. Mary Frances Zarbock will continue at WTOP as Mr. Stanley's assistant in publicity.

HERB NEWCOMB, former announcer on WCAU, Philadelphia, has joined WAOV, Vincennes, Ind., as production manager and special newscast announcer.

BETTY SWIDENSKY, continuity writer, has joined KOCY, Oklahoma City.

NANCY BOOTHE CRAIG (Mrs. George Junkin), who conducts the five-times weekly *Woman of Tomorrow* series on WJZ, New York, is the mother of a baby boy.

NORMAN TWIGGER, WCAE newscaster, is now in the Army.

BILL MOSHIER, director of agriculture and public affairs for KIRO, Seattle, will head recruitment for farm labor in the State of Washington for the second year. All stations will cooperate in the drive with programs and announcements.

JOE MIDMORE, former announcer of CKWX, Vancouver, now with Royal Canadian Air Force, and Isobel Frost, continuity editor of CKWX, have announced their engagement.

ANDY KELLY, Pacific Coast publicity director of CBS Hollywood, has resigned to become western manager of Tom Fizdale Inc. He succeeds Neil McDonald, who resigned because of illness.

BARBARA SMITH, announcer of W73PH, Philadelphia, has been named summer relief announcer of WPEN, Philadelphia.

MERRILL MUELLER, NBC correspondent, is with the Allied forces landing in Sicily, according to a message received by NBC from Allied headquarters in North Africa. John Gunther, now on temporary leave from his BLUE program with John Vandercook, is covering the Sicilian invasion as a special correspondent representing the combined American Press.

DEPENDABLE

KRGV

Weslaco, Texas 1,000 watts

Serving
TEXAS'
4th
CITY

THE TOTAL POPULATION OF THE LOWER RIO GRANDE VALLEY IS EQUIVALENT TO THE POPULATION OF "TEXAS' 4th CITY."

★ LISTENERS

KRVG is the only network station in The Rio Grande Valley and our recent surveys prove that 91% of the people consistently listen to this popular station. The populace in 40 cities and towns consider KRGV part of their community life.

★ DOLLARS

A war assignment to provide tons of food for the nation has brought the richest agricultural era to the Lower Rio Grande Valley of Texas in its history. In the year ending next September the growers will have received about $75,000,000 from the sale of citrus fruit, vegetables and cotton.

coverage

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

Studio Notes

FIRST in a series of 13 quarter-hour programs entitled *Poland Versus Hitler* is now in preparation by the Polish Information Center, New York, for distribution to 150 stations throughout the country. WOR and Muzak Transcriptions, New York, are preparing the discs.

WSYR, Syracuse, N. Y., was host at a studio family party to Arthur Feldman, former special events director of NBC and now special advisor to the BBC, when he visited Syracuse early in July before returning to London.

THE BLUE is again broadcasting the summer concerts of the Chautauqua Symphony Orchestra, started July 18. Guest conductors and soloists are featured.

PRESS ASSN. has acquired the following new subscribers to its AP radio news wire: KWNO, Winona, Minn.; KTMS, Santa Barbara; and WEEI, Boston.

ADVENTURES of "Flash - Gun Casey," press photographer character created by novelist George Harmon Coxe, are dramatized in a weekly half-hour program on CBS. Series is of the mystery type.

AN AUDITORIUM studio, replete with stage equipment and monitor booth, with a seating capacity of 200, has been completed for KGVO, Missoula, Mont.

KFI, Los Angeles, to promote interest in a pre-employment physical examination plan, has started a weekly quarter-hour educational series, *The Enemy Within*. Bob Purcell, station special events director, is producer.

Max Hill Joins WJZ

MAX HILL, chief of the Associated Press bureau in Tokyo until his internment by the Japanese following Pearl Harbor, has joined the news staff of WJZ, BLUE outlet in New York. In addition to a six times weekly five-minute morning news period on WJZ, Hill is substituting for Roy Porter in his 10:15-10:30 a.m. newscasts Monday through Friday on the BLUE. Porter has taken a leave of absence from that period to handle the Ford Motor Co.'s *Watch The World Go By* news series on the BLUE, while Earl Godwin is on a three-week vacation.

WCLE, Cleveland, is now the key station for *Karl Zomar's Scrapbook*, presented Monday through Friday 11:15-11:30 over the Mutual network. Zomar selects his "down to earth" thoughts from his collection of more than 300,000 poems and quotations and presents them with a live organ background furnished by Helen Wyant of the WHK-WCLE staff.

WCHS, Charleston, W. Va., is broadcasting an all-soldier show from Ashford general hospital at White Sulphur Springs, W. Va., with convalescing servicemen at the new Army hospital as talent.

PLAYING a prominent role in food conservation activities, WOWO, Fort Wayne, offers its Jane Weston Home Forum program once a week for the Allen County Canning School. In addition, the station conducts a canning school sponsored by the OCD in which more than 700 are enrolled. Also cooperating with WOWO is the Garden Club of Allen County.

CONTRACT FOR NOVEL interview-type program is signed by John Miller (right) on behalf of the William E. Miller Furniture Co., Washington, for broadcast on WWDC, Washington. Titled *Talking Pictures*, the five-weekly series brings to the microphone men and women from military, diplomatic and Government service, who are interviewed—then record a message to be sent to a friend or relative. Specially made photo of the interviewee is pasted on the disc. Present as the contract was signed were: (l to r) John Paul Jones, president, John Paul Jones Adv., Washington; Mrs. John Miller; Helen Moberley, of WWDC.

EXCLUSIVE interviews were arranged by Dr. Judson J. McKim, new educational director of WKRC, Cincinnati, in connection with the convention of the International Railroad YMCA. Joseph B. Eastman, administrator of the Office of Defense Transportation, and Eugene Barrett, general secretary of the International YMCA, were the speakers who appeared prior to their convention talks.

RADIO Directors Guild, with celebration of its first anniversary, has moved its New York offices from the Hotel Gladstone to 114 East 52d St. Group now has 59 members.

WIP, Philadelphia, has opened a School for Announcers, under the direction of Edward Wallis, program director.

AFTER a year's continuous presentation on WWL, New Orleans, of the half-hour weekly *Free For All*, all-soldier show from Keesler Field, Miss., the *Keesler Field Review*, soldier paper, saluted the station with a two column article praising WWL for its cooperation.

WTMJ, Milwaukee, put on a drive on Johnnie Olson's *Rumpus Room* for old records and the 28,000 pledged are being picked up in truckloads by the Red Cross. Olson's *Rumpus Room* will soon be taken over while he is on vacation by WTMJ-W55M announcers Bob Heiss, Don Stanley, Douglas Pledger and John Randell.

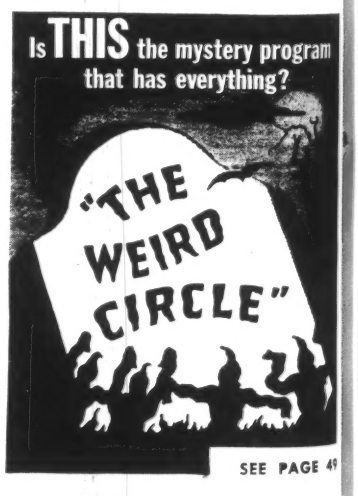
WNBC, Hartford, began *A Woman's Point of View* on July 5. Heard Monday through Friday, 8:15-9 a.m., the program features Jan Miner, giving tips on rationed items, canning, shopping and cooking, with a sprinkling of human interest stories and interviews with prominent Connecticut women.

KOVO, Provo, Utah, is to broadcast a description of blowing-in of the blast furnaces at the new Geneva Steel Plant at Provo as one of a series of broadcasts describing steps in the actual production of steel.

FIRST in a series of 26 half-hour shows, *For Those Who Love Music*, has been transcribed by Muzak, in cooperation with the radio division of the Coordinator of Inter-American Affairs, for 72 stations in 20 Latin American countries. Producers are Ted Cott and Gerald Kaye. Alfredo de Mora is m.c. and director is Victor Hugo-Vidal, CBS.

WJZM, Clarksville, Tenn., has taken out a music licensing agreement with Assoc. Music Publishers and the following stations have extended their AMP licenses for additional periods: KFAB KFOR KOCY KOIL WGTM WLAV WMOB WMPS.

AN EMERGENCY need for 200 strawberry pickers brought a request for time to WHIO, Dayton, from the local Civilian Defense Council. It took just three WHIO announcements to bring from the Council an urgent "Stop, please, we have all the pickers we can use." "When we need help in a hurry, we're convinced the way to get it is by using radio," Edna Jones, executive secretary of the Council, declares.



SEE PAGE 49

NEWSREEL THEATRE CONTINUOUS

An Idea became a SHOWMANSHIP PROGRAM

Radio listeners can tune in at any time to RADIO NEWSREEL THEATRE and hear a complete news broadcast.

For 2 full hours, from 6:00-7:00 A.M., and from 11:00 P.M.-12:00 MID., a twelve-minute summary of the latest news is continuously repeated.

It is never too late to listen to RADIO NEWSREEL THEATRE... or to sponsor this "idea" program of proven success.

Dial 1050

WHN NEW YORK

Clipp Outlines Philadelphia FM Plan

Cooperative Broadcast System Saves Men, Materials

By ROGER W. CLIPP
Vice-President, General Manager
WFIL, Philadelphia

BECAUSE the Philadelphia FM plan of cooperative broadcasting has been a success, our city is suffering no blackout of dependable, high standard service to its FM listeners.

The wartime problems of replacement parts and personnel are too well known to BROADCASTING readers to be detailed, and to FM operators they have seemed well-nigh insurmountable. But more interesting and important is what has been done to overcome these difficulties. Hence the significance of the Philadelphia plan.

Around the Table

First and most essential is the fact that the broadcasters decided to meet each other around the conference table. Eventually they evolved a program which they felt would serve to ease operating problems for each, for the duration.

Four of our five Philadelphia FM outlets agreed to cooperate — W49PH (WIP), W53PH (WFIL), W69PH (WCAU), W73PH (WPEN). The Federal Communications Commissoin approved the plan for a 90-day period, after which the fifth station, W57PH (KYW), joined the group. FCC has now endorsed this addition and extended its approval for another 90 days.

Through the first three months the mechanics of the plan have been refined and it now operates as follows:

Mechanics of Plan

(1) *Time.* Only one station is on the air on any one day, for a minimum of 8 hours. Previously the minimum was 6 hours.

(2) *Schedule.* The broadcast month is 35 days, with each station operating seven days per month on a prearranged schedule. In practice, stations do not operate consecutive days—a different one being on the air each day of the week.

(3) *Program Content.* Each station has one representative on a Committee of Coordinators, one of whom assumes direction of the plan each month. Each of the other four receive a priority number for the month—1, 2, 3 or 4. They make up their program schedules and circulate this material (indexed on cards) to stations having next lower priority. Through this device, duplication is avoided—no selection being repeated during the broadcast month. Each station rates No. 1 priority once every five months. The coordinators also handle war service features so as to include a maximum number without duplication.

(4) *Listeners Advised.* All stations thought it important to advise listeners of the new plan and the reasons for its adoption. Each of the original group therefore sent letters to listeners, setting fourth the method of operation, the schedule for the first month and an explanation of the advantages, such as longer hours of operation and avoidance of duplications. Listeners were asked for their suggestions and comments.

(5) *Advertising and Publicity.* Each station runs a newspaper advertisement the days it is on the air, in one morning and one evening paper. Uniform in format, these ads give the day's program under the heading: "Today's FM Station ———". Trade journals were notified of the plan by each station, and the programs are sent weekly to the press.

Listener reaction to the Philadelphia plan has been very favorable. Many have written to express appreciation for the stations' efforts to maintain high quality program material for the duration.

Here is what the plan has accomplished in saving of rationed materials and manpower:

Savings

1. The four combined stations saved approximately 550 transmitter tube hours and approximately 10,000 kilowatt hours in power consumption each four-week period.

2. Nearly 900 manpower hours were saved per four-week period.

3. One station found it unnecessary to replace two technicians—one of whom is now serving with the Army Signal Corps, and the other working with radar equipment for the Navy.

4. At other stations, at least one first-class commercial radio operator was relieved for other duties.

5. Notable savings were effected in transcription material, filing, and clerical personnel and materials.

6. A spirit of mutual helpfulness has developed among the cooperating stations. When W53PH was unable to operate because of damage to a final amplifier transmitter tube, W69PH, stepped forward and supplied W53PH with the necessary tube. These tubes are impossible to replace. On another occasion, W73PH found itself unable, a few hours before broadcast time, to get its equipment functioning well enough to go on the air. The coordinator was notified, and, in a few minutes time, two other stations were willing and able to "pinch-hit". Fortunately, W73PH repaired the difficulty in time to operate on schedule, but the others were ready.

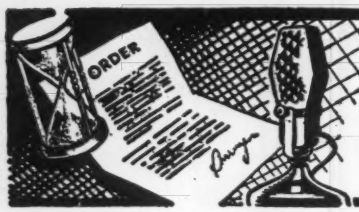
In short, the Philadelphia plan of cooperative FM broadcasting has successfully met the threats of war stringency. By means of the plan, the great advantages and promise of FM will be kept very much alive.

Daily Vimms

TRAY FULL of Vimms vitamin tablets with cups of water, a morning ritual at WOR, New York, is suggested as proof of the selling power of the Lever Bros. commercials—on WOR. Employes at several of the agencies handling parts of the Lever account are similarly fortified for the day.

"IF Y'WANT A LAPFUL OF RED RIVER VALLEY BUSINESS, Y'BETTER START USING WDAY—THE STATION THAT GITS 59.5% OF THE LISTENING AUDIENCE FER MILES AND MILES AROUND!"
WDAY
FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

FOR FM Fine Music
In KANSAS CITY it's "COMMERCIAL RADIO'S"
K49KC
K.C.'s Pioneer Commercial FREQUENCY MODULATION STATION
Owned and Operated by
COMMERCIAL RADIO EQUIPMENT COMPANY



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFDF, Flint, Mich.

Allstate Insurance Co., Chicago, 28 *sa* weekly, 4 weeks, thru Ruthrauff & Ryan, Chicago.
American Chicle Co., Long Island, 5 *sa* weekly, 13 weeks, thru Badger Browning & Hersey, N. Y.
Continental Baking Co., New York, 13 *sa* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Diamond Crystal Salt Co., New York, 2 *sa*, thru Benton & Bowles, N. Y.
General Foods Inc., New York, 15 *sa* weekly, 26 weeks, thru Benton & Bowles, N.Y.
Macfadden Publications, New York (*True Story* magazine), 52 *t*, thru Raymond Spector Co., New York.
Michigan Bell Telephone Co., Detroit, 15 *sa* weekly, 7 weeks, thru N. W. Ayer & Son, N. Y.
Pillsbury Flour Mills, Minneapolis, Minn., 5 *sa* weekly, 13 weeks, thru McCann-Erickson, Minneapolis.

WOR, New York

Savings Banks Assn., New York, 5 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Procter & Gamble Co., Cincinnati (Ivory Flakes), *ta*, thru Compton Adv., N. Y.
Beech-Nut Packing Co., Canajoharie, N.Y. (gum), *sa*, thru Newell-Emmett Co., N. Y.
Vick Chemical Co., New York, *sa*, 9 weeks, thru Morse International, N. Y.
Miles Labs. Inc., Elkhart, Ind. (Nervine), *ta*, 21 weeks, thru Wade Adv., Chicago.
Blue Moon Foods Inc., Thorpe, Wis. (cheese), 3 *sa* weekly, 13 weeks, thru Reincke-Ellis-Younggreen & Finn, Chicago.
Ward Baking Co., New York (Tip-Top bread), 3 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

WJJD, Chicago

Midland Auto Sales, Chicago (used cars), 6 *ne* weekly, 13 weeks, thru Richard Bradley & Assoc., Chicago.
Wyman Gordon Co., Ingalls Shepard Div., Chicago (help wanted), 7 *sp* weekly, 13 weeks, thru Buchanan Adv. Agency, Chicago.
Wayne School of Nursing, Chicago, 4 *sp* weekly, 13 weeks, thru Simmonds & Simmonds, Chicago.
Wisconsin & Michigan Steamship Co., Chicago, 48 *ta*, thru Arthur Meyerhoff & Co.
LeGear Medicine Co., St. Louis (farm remedies), 3 *sp* weekly, 13 weeks, thru Simmonds & Simmonds, Chicago.
Perfection Gear Co., Harvey, Ill., 10 *sa*, thru Arthur R. Mogge, Chicago.

WHO, Des Moines

Hamilton Hatcheries, Bancroft, Ia. (chicks), 2 *sa*, placed direct.
Boeke Feed Co., Des Moines, 104 *sa*, thru Wallace Adv. Agency, Des Moines.
Crow's Hybrid Corn Co., Milford, Ill., 3 *sp* weekly, thru Critchfield & Co., Chicago.
Paramount Pictures, New York ("Five Graves to Cairo"), 8 *ta*, thru Buchanan & Co., N. Y.
Carey Salt Co., Hutchinson, Kan., 39 *sp*, thru McJunkin Adv. Co., Chicago.
California Fruit Growers, Los Angeles, (Sunkist lemons), 42 *ta*, thru Foote, Cone & Belding, Hollywood.

WHN, New York

Charms Candy Co., Bloomfield, N. J. (Tasty-Yeast), *sa*, 13 weeks, thru C. L. Miller Co., N. Y.
Pepsi-Cola Co., L. I. City, *ta*, 13 weeks, thru Newell-Emmett Co., N. Y.
Rieser Co., New York (Venida Leg Make-up), *sa*, 13 weeks, thru E. T. Howard Co., N. Y.

WFAA-WBAP, Dallas-Fort Worth

McKesson & Robbins, Bridgeport (Bexel), 3 *ne* weekly, 33 weeks, thru J. D. Tarcher & Co., N. Y.
Paul F. Beich Co, Bloomington, Ill. (Whiz candy), 26 *ta*, thru Arthur Meyerhoff & Co., Chicago.
National Biscuit Co., New York (Shredies), 24 *ta*, thru Federal Adv. Agency, N. Y.
Continental Baking Co., New York, 198 *sa* and *ta*, thru Ted Bates Inc., N. Y.
Nesbitt Fruit Products Co., Los Angeles (orange drink), 3 *t* weekly, 40 weeks, thru M. H. Kelso Co., Los Angeles.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 220 *ta*, thru Young & Rubicam, N. Y.
Swift & Co., Chicago (Allsweet margarine) 22 *sa*, thru J. Walter Thompson Co., Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds), 79 *sa*, thru Platt-Forbes, N. Y.
General Mills Inc., Minneapolis (Cherrioats & Gold Medal flour), 263 *sp*, thru Blackett-Sample-Hummert, Chicago.
T. W. Burleson & Sons, Waxahachie, Tex. (honey), 52 *sp*, thru Rogers & Smith, Dallas.
Texas Gulf Sulphur Co., Houston, Tex., 39 *t*, placed direct.
Taylor Bedding Mfg. Co., Taylor, Tex. (furniture), 52 *sp*, thru Rogers & Smith, Dallas.
American Chicle Co., Long Island City (Adams Clove gum), 445 *sa* and *ta*, thru Badger, Browning & Hersey, N. Y.
McKesson & Robbins Bridgport, Conn. (Calox toothpowder), 260 *sa*, thru J. D. Tarcher & Co., N. Y.
Morton Salt Co., Chicago, 40 *t*, thru J. Walter Thompson Co., N.Y.
Lehn & Fink Products Corp., New York (Hinds hand lotion), 55 *t*, thru Wm. Esty & Co., N. Y.
Swift & Co., Chicago (Jewel shortening), 176 *ta*, thru J. Walter Thompson Co., Chicago.
Wm. Cameron & Co., Waco, Tex. (bldg. materials), 300 *sa*, placed direct.
National Biscuit Co., New York (Premium crackers), 39 *ne*, thru McCann-Erickson, N. Y.
Interstate Theatres Inc., Dallas, 52 *sp*, thru Segall & Weedin Adv. Agency, Houston.
Blosser Co., Atlanta, (medical cigarettes), 13 *sa*, thru Atherton & Currier, N. Y.
Armand Co., Des Moines (leg make-up), 19 *sa*, thru Ivan Hill Adv., Chicago.
Grove Labs., St. Louis (proprietary), 57 *t*, thru Russel M. Seeds Co., Chicago.
Miles Labs., Elkhart, Ind. (Nervine), 5 *ta* weekly, 18 weeks, thru Wade Adv. Agency, Chicago.
Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 123 *t*, thru Sherman K. Ellis & Co. Adv., Chicago.
Pillsbury Flour Mills Co., Minneapolis, 23 *ta*, thru McCann-Erickson, Minneapolis.
Grove Labs., St. Louis (Porter's Oil), 46 *sp*, thru H. W. Kastor & Sons Adv., Chicago.
American Express Co., New York, 34 *t*, thru Caples Co., N. Y.
W. A. Green Co., Dallas (dept. store), 52 *sa*, placed direct.
E. I. DuPont de Nemours & Co., Dallas (paint), 26 *sa*, placed direct.
Southwestern Bell Telephone Co., Dallas, 52 *sa*, placed direct.
Delaware Punch Co., San Antonio (soft drink), 26 *sp*, thru Payne Adv., San Antonio.
Sewell Motors, Dallas (service), 6 *sa* weekly, 52 weeks, placed direct.
Armstrong Packing Co., Dallas (Bird-Brand shortening), 52 *sa*, thru Couchman Adv. Agency, Dallas.
Lamont, Corliss & Co., New York (Pond's Cream) 150 *ta*, thru J. Walter Thompson Co., N. Y.
McCormick Sales Co., Baltimore (Bee Brand insecticides) 130 *ta*, thru Jones & Brakely, N. Y.

WEAF, New York

Hudson Pulp & Paper Co., New York (household paper products), *sa*, 13 weeks, thru Lawrence Fertig & Co., N.Y.
J. W. Landenberger Co., Philadelphia (Randolph Knit Hosiery), *sa*, 8 weeks, thru LaPorte & Austin, N. Y.
Paramount Pictures, New York ("For Whom the Bell Tolls", *sa*, 2 weeks, thru Buchanan & Co., N. Y.
Ward Baking Co., New York (Tip Top Bread, Cakes), *sa*, 52 weeks, thru J. Walter Thompson Co., N. Y.
Elway Food Products, New York (Vitamalt, 5 *t* weekly, 13 weeks, thru H. A. Salzmann Associates, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *ne* weekly, 52 weeks, thru Franklin Bruck Adv., N. Y.

KFI, Los Angeles

Swift & Co., Chicago (Jewel shortening), 5 *ta* weekly, 15 weeks, thru J. Walter Thompson Co., Chicago.
Thrifty Drug Co., Los Angeles (Southern Cal. chain), 4 *sa* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
Procter & Gamble, Cincinnati (Drene), weekly *sa*, 41 weeks, thru H. W. Kastor & Sons, Chicago.
Standard Brands Inc., New York (Stan-B vitamins), 13 *ta* weekly, thru Ted Bates Inc., N. Y.
Mentholatum Co., Wilmington, Del., 4 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

TEEL ADS PERFORM SERVICE, FCC TOLD

CLAIMING a valuable public service in pointing out to the public in its advertisements the harmful effect of using tooth pastes and powders which are too abrasive, Procter & Gamble Co., Cincinnati, denies a Federal Trade Commission complaint alleging disparagement of competing products and false claims for the effectivements of its liquid dentrifice Teel [BROADCASTING, April 26].

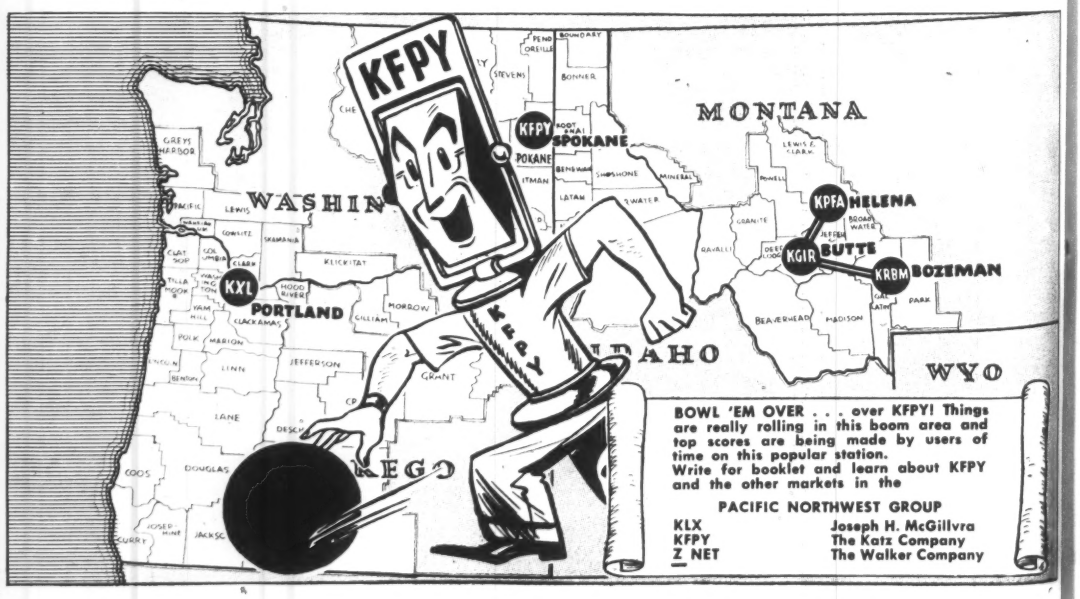
Several leading manufacturers have reduced the abrasiveness of their products as a result of P&G's advertisement publicising the harmful effects of certain products on the teeth, says the P&G answer.

While the company admits publishing the advertisements objected to in the FTC complaint, it asserts that the statements made are "properly within the description of trade puffing which is not unfair nor deceptive in connection with normal competition". The company has never represented that Teel cleans teeth "utterly", as alleged in the complaint, but has called it a complete and satisfactory tooth cleanser.

Scientific investigation has demonstrated, according to the answer, that the harmful results claimed by P&G in its advertising do occur from the use of certain abrasive cleansing agents, and the answer further denies the Commission contention that an abrasive, such as is contained in most tooth pastes and powders, is desirable and necessary.

War Work Award

FIRST AWARD for war cooperation given by the Pacific Advertising Assn. at its War Time Conference in San Francisco went to the Advertising Club of San Francisco. In making the presentation, President William F. Fielder commended members of the Club's Victory Advertising Committee for outstanding acomplishment in promoting support of the war effort through advertising and volunteer work on civilian defense activities. Harold R. Deal, chairman, accepted the award for his committee.



Radio Advertisers

RIESER Co., New York, is conducting a spot campaign to promote Venida Leg Make-up on WQXR, already carrying Venida Hairnet announcements, WMCA, WINS and WHN, New York. Drive started June 29 is for 13 weeks. Agency is E. T. Howard Co., New York.

JOHN BREUNER Co., and I. Magnin Co., Oakland, Cal. (department stores) in a campaign to secure blood donors for Red Cross, are sponsoring twice-weekly broadcasts on KROW, that city, remoted from the stores. Accounts are serviced by Emil Reinhardt Adv., Oakland, Cal.

SKILLERNS DRUG STORES, Dallas, thru Grant Adv., will sponsor *The Shadow* on KRLD, Dallas. The transcribed mystery, produced by Charles Michelson, New York, will also be sponsored by Valley Home Installation Co., on KFRE, Fresno, Cal.

TERRE HAUTE BREWING Co. (Champagne Velvet beer) sponsors *World News*, 6:15-6:30 p.m. and *Sign-off Summary*, 9:45-10 p.m. on WAOV, Terre Haute, Ind. Firm also continues *Eye Witness News* on WAOV, 8:15 p.m. each Tuesday.

NATE PERLSTEIN, merchandising manager of Pabst Brewing Co., Chicago, is in Hollywood for conferences on the CBS *Blue Ribbon Town*. E. W. Biron, in charge of Pabst military sales, has returned to Chicago after five weeks on the Coast.

BATA SHOE Co. of Canada, Frankford, Ont., has started a weekly program *The Name You Will Remember* on CKOC, Hamilton, Ont. Account was placed by J. J. Gibbons Ltd., Toronto.

VAN DE KAMP'S Holland-Dutch Bakers Inc., Los Angeles (chain bakery), out of radio for more than six months, on July 16 started sponsoring once weekly, the quarter-hour transcribed prgoram, *War Correspondent*, on KNX, Hollywood. Contract is for 26 weeks. California Adv. Agency, Los Angeles, has the account.

NORTH AMERICAN AVIATION Inc., Inglewood, Cal., in a help wanted campaign on July 19 starts sponsoring daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX; *Rise & Shine* on KHJ; *March to Victory* on KFI. Contracts are for 13 weeks. Agency is BBDO, Los Angeles.

BENSINGER'S, Louisville, Ky., (furniture), is sponsoring BLUE's *Mystery Chef* three times weekly over WINN, Louisville.

BIG POPULATION SHIFTS REPORTED

A GROWTH in metropolitan markets of nearly 2,500,000 people since the 1940 census has resulted from the migration of workers to war production centers, despite the loss of population from these cities to the armed forces, according to a population study made by J. Walter Thompson Co. and announced by Arno H. Johnson, director of media and research.

Report shows that outside of metropolitan areas the small cities, rural areas and farms have lost more than 5,500,000 people, due to the migration to the cities and the draft.

Based on registrations for Ration Book No. 2, the study shows a gain of 4,200,000 in total U. S. population; a 2,800,000 decrease in total civilian population, a 2,400,000 increase in 138 metropolitan markets of over 50,000, and a 5,600,000 decrease for the rest of the country since the 1940 census.

Increases are not divided equally among metropolitan centers, the report shows, with Mobile, Norfolk, Portsmouth and Newport News showing increases of 50% or more and Detroit and San Francisco leading in numerical increase, while New York and Boston have had substantial population losses.

SALISBURY & SATTERLEE Co., (bedding manufacturers) have renewed *Star Dust*, Sunday night show featuring Corinne Jordan, for 13 weeks on KSTP, Minneapolis-St. Paul, with feed to WDAY, Fargo; KFYR, Bismarck; WEBC, Duluth.

MOTHER'S CAKE & Cookie Co., Oakland, sponsor of *Rationing News* three times weekly on KFRC, San Francisco, has expanded to a five-weekly schedule.

MUNTZ CAR Co., Glendale, Cal. (used cars), in a 30-day campaign which started July 6 will use a total of 1242 transcribed 25-second announcements on seven stations in that area, including KIEV KMPC KGFJ KRKD KPAS KFAC KHJ. Firm also uses a thrice-weekly quarter-hour newscast on KHJ. Allied Adv. Agencies, Los Angeles, has the account. Charles B. Ganz is account executive.

RCA INSTITUTE, New York, technical school, last week began an eight-weeks campaign on WJZ, New York, consisting of one-minute announcements, twice weekly for a five-week period, and four weekly for a three-week period. Account is handled direct.

GROVE Labs., St. Louis (Pazo Pile ointment), on Oct. 1 starts a 26-week campaign of one-minute transcribed announcements six times weekly on 21 Midwest and Southern stations. Agency is Russel M. Seeds Co., Chicago.

QUAKER OATS Co., Chicago, is daily participant in Leroy Miller's *KYW Musical Clock*, early-morning record show on KYW, Philadelphia, to advertise Aunt Jemima Pancake Flour. G. M. Beecher handled the account for Sherman K. Ellis Agency, Chicago.

GENERAL ELECTRIC Co. orders during the first six months of 1943 totaled $941,529,000, an increase of 9% over the same period of last year, President Gerard Swope announced last week. Orders during the first quarter were $422,047,000, a gain of 41%, and during the second quarter $519,482,000, a decrease of 8%.

Insurance Series

BENEFICIAL CASUALTY Co., Los Angeles (life insurance), is sponsoring a heavy schedule of transcribed and live newscasts and other programs on Pacific Coast stations. Schedule includes the transcribed five-minute program, *News Behind the Headlines*, 24 times weekly on KGFJ; with 21 per week on KLX; five per week on KFIO, and one per week on KJR-KOMO. Firm sponsors a thrice-weekly quarter-hour live newscast on KECA, and daily participation in musical programs on KGO. In addition the transcribed quarter hour *Captain Quiz* is sponsored twice weekly on KLX; once weekly on KECA KOMO-KJR. Agency is Hillman - Shane - Breyer, Los Angeles.

Boys with the Dough are in the know!

Keenly competitive today is the bakery business in Houston . . . and the boys with the dough are promoting their bread brands most consistently and heavily over KXYZ. In fact, more bakers — national and local — are using more time over KXYZ than over the other two Houston stations combined. The reasons: excellent Hooper ratings, choice availabilities and attractive rates. Ask your Branham man for facts and a look-see at the latest Hooper breakdown by quarter hours.

KXYZ
HOUSTON
1320 KC BLUE, MUTUAL
• represented by The Branham Company

BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

CALIFORNIA COVERAGE
NOT ONLY WEALTHY BUT SMART!
Not only is Sacramento the nation's No. 1 spender—but 21% of her citizens attend adult education classes. To talk to people like that you need
KFBK
10,000 Watts
Sacramento
McCLATCHY BROADCASTING COMPANY

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S
NBC
STATION
National Representative
JOHN BLAIR & CO.

Agencies

F. STANLEY NEWBERY, former vice-president and director of research of Ruthrauff & Ryan, New York, has been promoted from the rank of captain to major in the Army Air Forces.

FRANCES GERETY, formerly of the Sydnie Nathan Adv. Co., Wilmington, Del., has joined the copy department of N. W. Ayer & Son, Philadelphia.

BUDA BAKER, publicity director in the New York headquarters of Maxon Inc. for six years, is now with Harry A. Berk Inc., New York, as vice-president in charge of publicity.

ARDITH RANDALL, former account executive and copy writer of the Gerth-Pacific Agency, has joined KGO, San Francisco, in charge of the sales service department.

GORDON AUCHINCLOSS, former producer for Foote, Cone & Belding, New York, has joined D'Arcy Adv. Co., New York, to produce *Spotlight Bands*, sponsored on the BLUE by Coca Cola Co., Atlanta.

WILLIAM SCOTT PATJENS, until recently sales manager of New York Subways Transit Adv. Co., and previously eastern sales manager of *American Weekly*, has joined Franklin Bruck Adv., New York, as a vice-president.

WILLIAM R. FARRELL, vice-president of A. C. Nielson Co., Chicago, market research firm, will become vice-president and director of research and product development of Benton & Bowles, New York, in late July.

JOHN J. LOUIS, vice-president of Needham, Louis & Brorby, Chicago, has new duties in Washington as assistant national director of the war finance committee of the Treasury Department. As a dollar-a-year man, he will supervise advertising and promotion of War Bonds and Stamps, with immediate attention to the Third War Bond Drive.

LT. HOLMAN FAUST, on leave as vice-president and director of radio department of Mitchell-Faust Adv. Co., Chicago, has been promoted by the Navy to Lt. Com. He is attached to the Ninth Naval District headquarters, Great Lakes, Ill., as officer-in-charge of radio.

CHARLES J. NEUGEBAUER, for five years copy writer and assistant sales manager of the furniture division of Montgomery Ward Co., Chicago, has joined the copy staff of Needham, Louis & Brorby, Chicago.

REX DE LANY has joined the staff of Copley Adv. Agency, which has moved its offices to 4th floor of the Kidder Peabody Bldg., 105 Newbury St., Boston.

WARREN AMBROSE, assistant editor of BLUE, and former NBC copy editor, has joined the copy staff of Duane Jones Co., New York.

LT. WILLIAM H. FETRIDGE, former account executive of Roche, Williams & Cunnyngham, has compiled and edited a book on Navy practices and procedures titled "The Navy Reader". Lt. Fetridge is attached to the Navy Public Relations office in Chicago.

T. MILLS SHEPARD, former vice-president and general manager of Daniel Starch & Staff, has been named head of Dun & Bradstreet's marketing research division—a new development.

JAMES M. CECIL, president of Cecil & Presbrey, New York, has been appointed chairman of a committee of agency executives to cooperate in a fund-raising drive of the Travelers Aid Society, New York. John Hertz, vice-president of Buchanan Co., New York, is co-chairman.

Lincoln to Donahue & Coe

JOE LINCOLN, former assistant timebuyer of Erwin, Wasey & Co., New York, this week joins Donahue & Coe, New York, as spot timebuyer, working with Edward Fitzgerald, radio director, and former associate at Erwin, Wasey. Mr. Lincoln's timebuying activities have been assumed by George Schiesser, of the agency's media department.

WILLIAM A. YOELL, former promotion director of Parade Publications, and previously director of research of M & M Ltd., has joined Young & Rubicam, New York, as a market researcher.

CLEMENT E. BROOKS has left the media department of N. W. Ayer & Son, Philadelphia, to enter the armed forces.

HUBERT CANFIELD, formerly with Charles L. Rumrill Co., Rochester, N. Y., has joined Lewis & Gilman Adv. Agency, Philadelphia.

ROBERT M. DILLETT, copy chief of William Jenkins Agency, Philadelphia, has left to enter the Army.

MARION HULT, former assistant to Joseph T. Ainley, Chicago freelance producer, has joined the Chicago office of Compton Adv. to supervise the agency's daytime serials *Vic & Sade* and *Road of Life*, both sponsored by Procter & Gamble Co. Mrs. Hult, known for many years among the Chicago radio talent, succeeds Jane Stockdale.

E. C. GRIFFITH, account executive of Glasser-Gailey & Co., Los Angeles, has resigned to join a defense industry.

MacGREGOR ORMISTON, vice-president of Federal Adv. Agency, New York, has been elected to the agency's board of directors.

LES H. FORMAN, former manager of the Forman Publicity Agency, St. Louis, has joined the press bureau of J. Walter Thompson Co., Chicago, as assistant to the press director, closing his offices in St. Louis.

Dix on the Air

WDIX, non-commercial radio station at Fort Dix, N. J., Army base, went on the air for the first time July 15. Sergeant George Stuck, station director, has worked for weeks to round out a staff he believes comparable to that of any commercial outlet. More than 30 programs have been arranged for the station, which will operate from two specially-constructed studios at the camp.

AGENCY Appointments

SNIDER PACKING Corp., Rochester, N. Y., subsidiary of General Foods Corp., New York, to Benton & Bowles, New York for Snider's tomato catsup, chili and cocktail sauces.

JEWEL TEA Co., Barrington, Ill. (groceries), to Schwimmer & Scott, Chicago. Using 13 week test campaign on WIBA, Madison, Wis.

BEAUTY AIDS Inc. to H. A. Salzman Assoc., New York, for Roto hair remover. Said to use radio.

VELDEZ Co., New York, to Harry A. Berk Inc., New York, for Green Goddess perfume and cosmetics. Media plans not set.

CONSOLIDATED PRODUCTS Co., Danville, Ill., to Gittins Adv. Agency, Milwaukee, effective Sept. 1, for all advertising. No changes in media contemplated.

AMERICAN HOME PRODUCTS Corp. companies to Compton Adv., New York for advertising for the medical profession —John Wyeth & Brother, Philadelphia; Petrolagar Labs, Chicago; Bovine Co., Chicago; Ayerst McKenna & Harrison, Montreal and Rouses Point, N. Y., all pharmaceutical manufacturers; also Reichel Labs., Kimberton, Pa., biological manufacturers; S.M.A. Corp., Chicago, infant foods and products for nutrition; International Vitamin Corp., New York.

SANTE CHEMICAL Co., New York, to H. A. Salzman Inc., New York, for Sul-Rad mineral bath. Said to use radio.

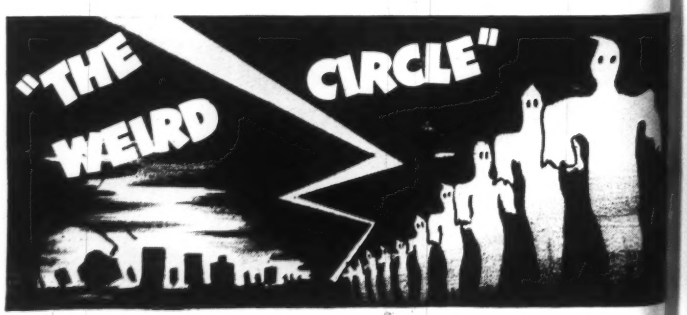
INTERNATIONAL VITAMIN Corp., Cleveland, to Compton Adv. Co., N. Y.

Canada Rate Boosts

A NUMBER of Canadian stations increased their rates July 1. Included are CFRN, Edmonton; CJOC, Lethbridge; CFJC, Kamloops, B. C., CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKX, Brandon, Man.; CKY, Winnipeg; CKNB, Campbellton, N. B.; CKPR, Fort William, Ont.; CKCR, Kitchener, Ont.; CHRC, Quebec; and CJGX, Yorkton, Sask.

These rate increases in many cases were small, to conform to the standardized rate structure inaugurated by Canadian stations on that date. Increases were designed to bring the structure up to the standardization structure.

LOUELLA PARSONS, Hearst columnist, Fulton Oursler, writer and news analyst, and a third commentator will be heard on the BLUE's *Ladies' Journal* Aug. 8 through Aug. 27 while Walter Winchell takes his vacation. Lennen & Mitchell is agency for Andrew Jergens Co., Cincinnati.



Does it have ALL these features?

- *Chills? Suspense? Thrills?*
- *Great stories? Superb acting?*
- *Expert direction and production?*
- *Will Listeners Like It?*
- *Will Sponsors Want to Buy*

SEE PAGE 49 OF THIS ISSUE!

Purely PROGRAMS

FARM LABOR shortage has been tackled by KXEL, Waterloo, Iowa, in an effort to help farm listeners in their all-out war job. Hugh Muncy, KXEL Farm Director, contacted the U. S. Employment Service, triple-A leaders, county agents and extension workers. Reports on labor outlook were requested from individual counties and as busy season approached, running reports were obtained. With this material, copy was prepared telling factory workers, women and high school youngsters how they can aid, and farmers are urged to make their labor needs known.

Station acts as a clearing house, referring inquiries to farm labor committees in each county.

* * *

Pan Americana

WDAY, Fargo, N. D., is planning a series titled *Pan Americana*, to be presented in the fall, based on researches in Mexico and Central America now being made by Prof. J. A. Holvik of Concordia College, Moorhead, Minn. The series will interpret dramatically the changes in Mexican industries due to the United Nations war effort, and present political and cultural aspects, including musical recordings, of our Southern neighbors.

* * *

Choosing Work

NEW Canadian Broadcasting Corp. weekly series for girls and young women starting in July from Winnipeg, on the prairie network, is *Choosing Work in Wartime*. Experts in girls' work and in various business and professional fields are contributing to the series.

Junior Commandos

U. S. JUNIOR Chamber of Commerce has adopted as its major war service project for the coming year, a "Junior Commando" scrap salvage campaign conducted by WBT, Charlotte, in cooperation with the local Chamber of Commerce. Junior Commandos are school children who salvage scrap and turn it over to school authorities. Organization is set up on military lines, with promotions in rank as they are earned.

* * *

Your Business

HELP WANTED program, aired twice daily, six times a week, on WTRY, Troy, N. Y., started off with all time sold to war industries. Show is scheduled for those free to listen during lunch and supper hours. Bob Mowers of announcing staff puts the script together, chooses music and presents the program, *Victory Is Your Business*.

* * *

From Editorials

GREATLY enlarging the "distribution" of newspaper editorial pages, a new program on WCHS, Charleston, W. Va., quotes excerpts for the editorials of daily and weekly publications in the state. Five staff announcers produce the show, titled *The Editor Speaks*.

Post War Panel

WINN, Louisville, has presented a series of five broadcasts called *Planning for the Post War World*, created and directed by Harry W. Schacter, president of a leading Louisville department store and active in NAM circles. Program was a panel of civic, educational, religious and industrial leaders in the community, with brief talks followed by a round-table discussion.

* * *

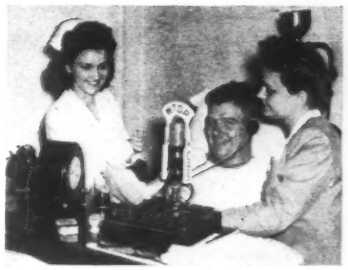
Add Ads

THE STORY of the world of tomorrow is the basis of a new weekly program, *News in Advertising*, which is broadcast each Sunday morning over KPO, San Francisco. News made public through radio, magazine, newspaper and other media is being used. Idea was conceived by John W. Elwood, KPO general manager.

* * *

Third Front

SPOTLIGHTING home front soldiers, *The Third Front*, a 15-minute weekly spot on WWRL, Woodside, N. Y., features civilians who do unusual defense work or otherwise distinguish themselves. Recently two Queens County employes who wrote a 17-foot letter to a service man appeared on the show. Irv Levy writes the scripts.



ALL THE GADGETS that a waker-upper needs for a morning of music and chatter were installed in Doctors Hospital, Washington, while Arthur Godfrey, of WTOP, recovered from an appendectomy. Copy holder is his assistant, "Mug" Richardson (right). That apparatus apparently resting atop her head is not a therapeutic hat but merely a hospital bed light. Nurse at left is Ethel Eakin. Equipment includes (l to r): Telephone, engineers clock, pack of Pinehurst cigarettes, glass of medicine, pipe (simulating toilet), gong, mike, earphones and continuity.

* * *

Pacific Story

FACTUAL series presenting background of the Japanese theatre of war titled *The Pacific Story* was started July 11 as a 13-week public service feature on NBC stations, Sunday, 11:30-12 p.m. Owen Lattimore, Pacific Operations director, Overseas Branch of OWI, is featured in a five-minute commentary at conclusion of each broadcast.

In our 22 County...
3 state...primary are a million people (75% white).
Hooper found 63.8% listening to WSPA in Spartanburg...
the heart of the Textile South.

WSPA

Serving the Textile South
from Spartanburg, S. C.
5000 watts day,
1000 watts night,
950 kc. Represented by
Hollingbery.

CBS

"KRNT* Pushes Conkey Feed Sales Up 50 Percent"

. . . reports W. C. Fuller, Des Moines Distributor

"Last year, our sales of Conkey Feeds were good. This year, thanks to KRNT, our Conkey business is up 50 percent."

So reports W. C. Fuller, general manager of the Des Moines Elevator, regional distributor for Conkey Feeds. The report continues:

"Last October, Conkey's took over the KRNT Sunday Noon Farm News, plus a series of daily announcements.

"From the first week, we noticed an increase in Conkey sales, in the 25 counties we serve. Today, despite delivery problems, our records show a virtual sell-out every month.

"We know this increase is largely due to KRNT, as this one station has carried the load for Conkey advertising in our area."

**Conkey also used Cowles Stations WMT and WNAX.*

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in **DES MOINES**

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

WarEntertainment Council Is Formed

Radio, Theatre, Film Groups Set Up Clearing House

DRAWN together by a common desire to do a top-notch job of entertainment and inspiration on the military and the home front, the nation's entertainment industry united July 14 under the name of the National Entertainment Industry Council.

Representatives of radio, theatrical and motion picture groups approved a resolution and declaration of principles setting up a consultative and advisory body to "function as a clearing house for increasing the effectiveness of the various member organizations in their war entertainment programs whether for the armed forces, the civilian or the production front."

Officers Named

As the Council held its first meetings at the Hotel Waldorf-Astoria, New York, July 14-15, 43 of the 62 groups invited to participate as members of the Council had pledged their support, with others signifying their intention of joining as soon as proper approval could be obtained.

George J. Schaefer, chairman, War Activities Committee of the Motion Picture Industry, who served as chairman of the meeting, was elected national chairman of the Council. Other officers elected were: Paul Dullzell, Associated Actors & Artists of America, vice-chairman; Harry Brandt, Independent Theatre Owners Assn., treasurer; William Feinberg, Associated Musicians of Greater New York, Local 802, secretary. James E. Sauter, United Theatrical War Activities Committee; Kenneth Thomson, Hollywood Victory Committee, and Virginia Payne, American Federation of Radio Artists, were elected chairmen for New York, Los Angeles, and Chicago, respectively. George Heller, AFRA, was named to head a Continuations Committee, which includes Walt Dennis, NAB, and Leonard Callahan, SESAC, and which is to carry out the work of the Council in the interim between meetings.

A Chance to Serve

"With the OWI's domestic operations curtailed by recent Congressional action, the National Entertainment Industry Council emerges at an opportune time to take on much of the heavy load of morale work which the Government must now pass back to the industry," council members were told by Elmer Davis, OWI chief, speaking at the afternoon session July 15.

The second day of the conference was given over largely to a discussion of specific projects which were referred to the Continuations Committee. Included is a "War Service Pledge" to be signed by individual members, leading to the creation of an industry pool of resources, facilities and services. Report prepared by a radio committee proposed that the council might serve to coordinate more closely the war work of performers, advertising agencies, stations and writers.

In a telegram to President Roosevelt, the council, speaking on behalf of 44 member organizations representing more than 600,000 persons, pledged its whole-hearted support in the prosecution of the war.

The council program will be put into motion at a meeting of the Continuations Committee July 20.

SUGAR RATIONING didn't stop this sponsor-network-agency quartet from gathering for an informal Hollywood dinner before a recent broadcast of the weekly CBS *I Was There*, half-hour personal experiences program. Spreckles Sugar Co., San Francisco, sponsors the series on Pacific network stations. Diners (l to r) are Hal Hudson, network Pacific Coast program director; Ronald B. Hayes, merchandise manager of Spreckles Sugar Co.; Meredith Pratt, Los Angeles radio sales manager of CBS, and Harlan Smith, San Francisco account executive of J. Walter Thompson Co., agency servicing the sugar account.

New Variety Program

SCHUTTER CANDY Co., Chicago, begins a new weekly quarter-hour variety program, *Curt Massey & Co.* July 24 on 18 NBC stations originating out of WMAQ, Chicago. NBC stations carrying the program at 5:45-6 p.m. are: WMAQ WBZ WBZA WBEN WLW WTAM WWJ WTIC WCSH WJAR WHAM WSYR WSPD WSAM KDKA. A repeat program will be heard at 6:30-6:45 on WTMJ KSTP WHO and WOW. Agency is Schwimmer & Scott, Chicago.

ANTS in his PLANTS!

TINY CRYSTALS ARE HELPING DO IT

Every time a Nazi factory of war is blown sky high—every time that Hitler's tools of destruction are themselves reduced to scraps of rubble—tiny radio crystals had something to do with the job.

For communication is a vital part of warfare . . . and crystals ride with the raiders. To fulfill their responsibility, they must be perfect. Here at Scientific Radio Products, Inc., we're turning out perfect crystals . . . rapidly, skillfully, steadily for Hitler's destruction.

E. M. SHIDELER W9IFI

LEO MEYERSON W9GFQ

Our facilities are such that we may be able to serve you, too, in your efforts to bring destruction to the enemy.

Write us!

Scientific RADIO PRODUCTS CO.

738 W. Bdwy. Council Bluffs, Iowa

LEO MEYERSON W9GFQ
E. M. SHIDELER W9IFI

MANUFACTURERS OF PIEZO ELECTRIC CRYSTALS AND ASSOCIATED EQUIPMENT

Railroad Official Denies Discrimination Against Radio in Travel Advertising

EDITOR BROADCASTING:

The June 14 issue of BROADCASTING carries an item summarizing a letter from W. L. Gleeson, president of KPRO, Riverside, to BROADCASTING and to Neville Miller of NAB, stating that railroads and bus companies are spending money for newspaper and billboard space to discourage travel, but get the radio job done free of charge through the efforts of the OWI.

While my railroad, the Southern Pacific, was not mentioned, no doubt Mr. Gleeson had us in mind because we are major advertisers in the West. We have *not* been using radio to any great extent at the present time, and we *are* using billboards and newspaper space for "Don't Travel" messages and other advertising.

Factors Govern Media

We buy our advertising on an advertising basis and choose the media which seem best suited to our purpose at any time, based on the usual factors of locale of problem, area to be reached, circulation, cost, availability, suitability of media to the particular problem and type of message. We do not buy space in papers because of editorial support, nor do we discontinue advertising in a newspaper when editorials are unfavorable.

At the present time our major advertising effort is in publications because we have felt that publication space suited our problems best.

We have used considerable radio in the past, and no doubt will again in the future. In 1940 and 1941 we spent approximately $50,000 a year in radio. And I might add that at that time radio efforts in behalf of the railroads were infrequent. We did not and will not use all radio stations, just as we are not able to place advertising in every publication.

I would point out that newspapers as well as radio have been cooperating wholeheartedly with the government in the "Don't Travel" theme.

I don't know who the unnamed "railroad spokesman" quoted by Mr. Gleeson is, but I doubt if any responsible railroad official having advertising jurisdiction, would make the statements quoted.

Billboards Effective

For example, the statement by this "spokesman" that the railroads are using billboards because they have always used them and don't want the billboard companies to go out of business, seems absurd to me. We have used billboards and have found them effective. Our highway boards used for our pre-war "Next Time Try the Train" campaign, which attracted wide attention over the country, were built for us at locations selected by us, under a long term contract, and we are continuing to use them but are changing the messages either to the "Don't Travel" theme or to support of the sale of War Bonds. We believe we are getting good value for our money and there should be no basis of criticism here.

While some publications in the past have solicited railroads on the basis that they deserved advertising because it was given other publications, or have solicited on the basis that they had a right to or deserved railroad advertising, we have been favorably impressed by the fact that radio solicitation in the past has been progressive and on the basis of the merits of the station or chain.

We appreciate the support given by radio stations to the "Don't Travel" idea, and we hope that our future expenditures in radio will benefit some of the radio stations who are assisting at the present time.

F. Q. TREDWAY
General Advertising Manager
Southern Pacific Company
San Francisco
July 9, 1943

"WFDF Flint Michigan shore is powerful, Hezekiah, but I cain't see nary a one o' them 1000 watts."

Propaganda Report

MATTHEW GORDON, CBS news editor now on leave with OWI, will appear weekly on *This Is the Enemy*, war information show on Mutual, 8:30-9 p.m. Thursdays for a three-minute report on enemy propaganda activities, the OWI Radio Bureau announced last week. Under the new *This Is the Enemy* format, Mr. Gordon will tie the dramatized stories in the program to the weeks' news, in a feature "Behind the Enemy Lines", telling what the Axis is currently saying to people at home, contrasted with what it tells abroad. Mr. Gordon is chief of the OWI Foreign Service Division which collects and distributes reports on enemy propaganda activity.

SPECIALTY SALES, WLW, Cincinnati, has added the Cleveland district to its market service territory, with Jack V. Donner as representative there.

RADIO'S NEWEST, MOST EXCITING

MYSTERY PROGRAM

All America is hopping on the mystery band-wagon. Books, movies, plays, radio shows—if they've got mystery and suspense—they've got a ready-made audience!

Latest surveys show drama programs steadily climbing in popularity.

Here is a new radio mystery program that fits these trends, fills a need, satisfies a sponsor's fondest dream!

"The Weird Circle," produced by the NBC Radio-Recording Division, is a half-hour series of weird, suspense-filled adventures! Stories by the greatest writers of all time: Poe, Bulwer-Lytton, de Maupassant, Balzac, Hugo, Collins and others. Superbly adapted for radio, acted by some of radio's finest talent, perfectly produced at NBC to draw every moment of suspense from these great mystery tales—"The Weird Circle" is a sure-fire audience-builder, promises to be a certain success for every type of sponsor.

Write today for complete details and audition records of this magnificent series of 26 half-hour broadcasts. "The Weird Circle" is mystery at its best, radio at its peak of effectiveness!

NBC Radio Recording Division
NATIONAL BROADCASTING COMPANY
RCA Building, Radio City, New York, N. Y.
Chicago, Ill. • Washington, D. C. • Hollywood, Cal.

Spot Sales Show Increase

(*Continued from page 9*)

original plans for summer hiatus periods are Pierce's Proprietaries, promoting Gold Medal remedy on 92 stations, and Favorite Prescription on 69; Miles Laboratories, for Nervine and Anti-pain pills, continuing announcements on 124 Keystone Broadcasting System affiliates, and Omega Chemical Oil Co., promoting their liniment for tired muscles, in special markets.

The bumper crop of babies during this wartime summer has brought two manufacturers of baby powder into spot radio—Centaur Co., for ZBT baby powder, in the New York market, and Johnson & Johnson's baby powder on 93 stations.

Cereals & Bread

Agency executives offered several reasons for this intense activity of proprietary advertising—the fact that the shortage of doctors in many communities is making housewives and mothers more conscious of the need for home nursing; a general abandonment of the old-fashioned idea that winter is the chief time of year for head colds and coughs; and a possibility, suggested by some timebuyers, that companies are holding on to choice spot schedules all summer to insure good positions on their selected stations in the fall.

Always high up on the list of regular spot radio users, the cereal companies are taking advantage of a real boom in business, their products being unaffected by the war, as well as being essential substitutes for rationed foods. General Foods has consistently expanded its promotion for 40% Bran Flakes, Raisin Bran and Post Toasties, the present total being some 287 stations. Kellogg is using considerable spot in addition to network programs for Pep and All-Bran, and National Biscuit Co. is using about 40 stations for Shredded Wheat, and 30 for Shreddies. Another food which can make up for the current meat shortage is bread, also getting its full share of spot promotion this summer. National Biscuit is staying on the air this summer for the first time to promote Premium Crackers on 14 stations, and General Baking and Ward Baking are both active for their bread products.

Coffee & Cosmetics

Likewise in the bread category, Quality Bakers of America is using live and transcribed announcements on a cooperative basis to promote bread and Flavo-Range baking through 94 member bakeries. The campaign urges housewives and some 75,000 grocers to support the Government nutrition program.

As summarized in the July 5th issue of BROADCASTING, the coffee industry, a consistent user of radio, both spot and network, until drastic coffee rationing went into effect, is returning to the air now that supplies are reaching this country and the individual ration has been eased. So interested in giving the consumer and the trade the truth about the availability of coffee is the Pan American Coffee Bureau that in conjunction with the Natl. Coffee Assn. it has begun a special drive in various media, including its current campaign of participations in women's programs on 29 stations. Copy urges coffee lovers to take full advantage of the increased ration, as well as promoting iced coffee as a refreshing summer drink.

Dr. Pepper Bottling Co. for its soft drink of the same name uses spots on 144 stations throughout the country, and Canada Dry is using spot this summer to promote Spur.

A newcomer to the cosmetic industry and still in the test stage for radio, is liquid hosiery. Biggest radio advertiser of the leg makeup is Elizabeth Arden, which started spots early this spring and by the end of June was using 75-100 stations. Others in the ever-growing list testing radio spots are Gold Medal Products' Scheer liquid hosiery; Harry D. Koenig's Trique liquid hose and R. T. Reiser's Venida makeup.

Amusements

In the amusement field, the group using the largest amount of spot advertising this summer seems to be the motion picture industry, which in the past two years has been experimenting with radio as a supplementary medium to newspapers in promoting the premieres and local showings of various films. Early this spring RKO announced its arrangement with a group of key stations and regional networks extending from coast to coast whereby three RKO pictures a year are being promoted on an exclusive sponsorship basis in the areas involved.

Republic Pictures, rather than promoting specific films is experimenting with special spots giving facts about one of their featured players—at the present time Roy Rodgers. Heretofore a sporadic user of radio, Republic is now definitely testing the medium with an eye to regular use of radio. Paramount Pictures, 20th Century Fox Films, Columbia Pictures, United Artists, Warner Bros., M-G-M, all have begun using spot radio for their current pictures, although this summer finds most of them more or less inactive in comparison with larger schedules used last winter.

To mention a few of the publishing companies which have increased their radio in the past year on a large scale, Wm. H. Wise & Co. is using some 100 stations with transcribed announcements for the *Modern Encyclopedia* and the *Modern Home Physician;* Arco Publishing Co., 35 stations for *Practice For Army Tests;* Biltmore Publishing Co., New York station testing for *I Was Hitler's Doctor;* Austin Technical Publishing Co., 100 stations for *Guide to Intimate Letter Writing;* Book League of America, 250 stations for various books, and Simon & Schuster, testing 12 stations for Arthur Murray's book on dancing.

SELECTED by Veterans of Foreign Wars, Eugene C. Pulliam, president of WIRE, Indianapolis, and state chairman of the Indiana War Finance Committee, was chosen as one of Indiana's outstanding citizens for his part in leading Indiana to her nationwide record of selling War Bonds. Carl Carey, National Council member of the Veterans of Foreign Wars, pins the Veterans of Foreign Wars highest award on Mr. Pulliam at a broadcast and dinner, held July 10 in Indianapolis.

PACIFIC COAST

By DAVID GLICKMAN

A CHECK of Pacific Coast broadcasters, sponsors, agency timebuyers and station representatives reveals bright prospects for spot radio this fall and winter season. Estimates are that the 1943 total will equal and possibly exceed 1942 despite a slow-up during the first quarter in comparison with that period last year.

Although spot business bogged down during the last three months of 1942 and didn't fully recover in the first quarter of 1943, the past 90 days have more than made up for that loss. Sales managers in the major markets are confident that business will continue at a stimulated pace for the next six months at least. Many a station manager in the secondary markets is also of that opinion. A few, of course, refuse to hazard a prediction.

The rose-colored prophecy is based on short-term new business

for The JOHN SHILLITO *Company*

For more than 100 years a department store leader . . . largest retail store in Greater Cincinnati

Having full knowledge of the relative values offered by all local Cincinnati radio stations, and having complete freedom of choice in their selection . . . it is particularly significant that this Cincinnati leader *uses WSAI exclusively* for all three of its daily radio programs.

WSAI

BASIC BLUE NETWORK STATION
5000 WATTS . . . DAY AND NIGHT
Nat'l Reps. SPOT SALES, INC.
NEW YORK — CHICAGO — SAN FRANCISCO

THE ARIZONA NETWORK

KOY PHOENIX · KTUC · KSUN TUCSON Bisbee-Lowell

AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO

and renewals on hand, as well as known campaigns in the making. The millions of dollars being poured into national defense industries on the West Coast has exerted an important influence on radio advertising, with sponsors in many instances concentrating special spot campaigns to the new and increasing buying power.

With good network time at a premium, agency timebuyers predict that several national advertisers who hitherto have passed up spot radio will concentrate fall budgets on that type of advertising.

Many advertisers with no product to sell will continue to keep trade names before the public through war effort and morale-building spot announcement campaigns. Still others will use spot radio to advertise for additional manpower. War plants as well as other business concerns on the West Coast have used spot radio for this purpose with great success. San Diego, Los Angeles, San Francisco and Seattle stations are currently reaping added revenue from such help wanted campaigns.

There has been a sudden splurge of cleaning compound advertising on West Coast stations. Some brands are old standbys. Others are new. Beverage accounts, soft drinks and beer continue to be heavy users of West Coast spot broadcasting, with several conducting extensive schedules. The wine industry too, continues to use spot in selected markets. There has been an unprecedented increase in the use of broadcasting by Pacific Coast restaurants. Banks and investment concerns are turning to the medium with well directed types of quarter hour programs on local outlets. Despite gasoline and tire rationing, used car dealers have increased radio budgets, with several in the Southern California territory currently conducting extensive campaigns.

It was pointed out by timebuyers, and representatives too, that many national and regional advertisers are concentrating efforts on major markets only, thus passing up secondary areas. Representatives called attention to the fact that with West Coast stations currently enjoying prosperity from other sources, a great percentage are now turning down per-inquiry business.

Insurance concerns, who for a time curtailed West Coast radio, are now resuming activity with new stations added to the list on long-term contracts. There is also added activity in other accounts, such as tobacco products, dairy products, bread and other foods. Vitamin concerns too, are checking on available station time for Pacific coast campaigns.

There has been no indication of budget curtailment, according to station sleuths. To the contrary, agency people confide that advertisers are increasing appropriations with extensive fall campaigns in the making. However, there are some timebuyers who will refuse to prophesy. They opine that with manpower shortage, packaging problems still not solved, and other wartime factors involved, it is too early to discuss clients' advertising plans. Indications were that if and when campaigns are set, they will be short-termed and concentrated in selected areas.

Reverse Order

REVERSING the usual order of things, KGKO, Fort Worth, has obtained an engineer from the armed services. He is Charles (Red) Lucas who has been given a medical discharge by the Navy after 20 months of service and who was at Pearl Harbor at the outbreak of war. Lucas was in charge of radio equipment for five years at the Baker Hotel in Dallas before entering the service.

Join NBC News Staff

REPLENISHING its news staff with personnel from the journalistic field, NBC has taken on three additional news writers and two shortwave monitors. Writers include Daniel O'Flaherty, *Richmond News Leader;* Robert Brown, assistant city editor of the *Washington Daily News;* Marshall Smith, of the *Providence Journal.* A former INS man, Arthur Wakelee, and Charlotte Huber, of *Vogue,* have been added to the shortwave division.

CBC Board to Meet

BOARD of Governors of the Canadian Broadcasting Corp. will hold its next meeting in Vancouver and Victoria, B. C., Aug. 10-11, spending one day in each city. It is understood that some of the board will then go to Prince Rupert, B. C., to visit CFPR, leased to the CBC for the duration, to supply service to this Pacific Coast defense zone. It is expected the board members will look into the necessity for more stations or repeater stations in this area.

JAY C. FLIPPEN, nightclub m.c. and former vaudeville star, will replace Walter O'Keefe as m.c. of *Battle of the Sexes* on NBC effective July 27. Sponsor is Molle Co., Rahway, N. J. Young & Rubicam, New York, handles the account.

A SOLID MARKET IN A WAR BUSY AREA!!
WTOC delivers a half million buyers in Coastal Georgia and South Carolina
PLUS
Savannah's 145,000 metropolitan population.
WTOC
SAVANNAH · GEORGIA
CBS · 5000 WATTS

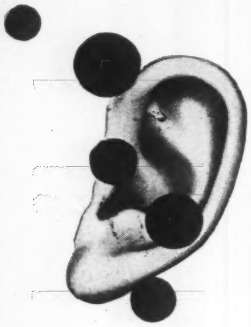
Look who's hauling the Alaskan Pot O' Gold!

YES SIR—KFAR at Fairbanks and their new station representatives—FREE and PETERS, Inc. These two fine organizations are all harnessed ready to "mush-out" Alaska's richest radio "strikes" to KFAR advertisers.

5,000 Watts
610 Kc's

KFAR
Fairbanks, Alaska

National Representatives
Free and Peters, Inc.



You keep customers *when you* **KEEP SPOTS BEFORE THEIR EARS!**

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

NEW YORK STATIONS DRAW COOP AD PLAN

A FOUR-MONTH trade paper campaign promoting the New York market, comprising 18 full-page advertisements with each of nine stations contributing two pages, was tentatively agreed upon at a meeting of New York station promotion men held at WOR last Friday afternoon. Idea of the campaign had been outlined at a previous meeting the week before [BROADCASTING, July 12] following a meeting of station managers at which the campaign had been first proposed.

Representatives of six stations attending the meeting on Friday each agreed to donate two pages of trade paper advertising to the joint drive, subject to the approval of their station managements, and Joseph Creamer, WOR, was authorized to contact the three stations not present. It was decided that the ads should be run over individual station signatures and not repeated, although the whole group would work together in their preparation.

A proposal that an advertising agency be appointed to handle the campaign was discussed, but no action was taken. It was reported that the *New York Times* and *New York Herald Tribune* were planning newspaper campaigns promoting the New York markets and the radio group agreed to work with these newspapers in so far as is feasible in exchanging research data, etc.

Meeting was attended by Miriam Adelson and Mr. Creamer, WOR; Lucy Towle, WMCA; Robert Hutton, WJZ; Herb Chason, WHN; Jules Dundes, WABC, and Hartley Samuels, WOV.

Hoyt to Name

(*Continued from page 12*)

future of the domestic branch [BROADCASTING, July 12], elected Roy Roberts, managing editor of *The Kansas City Star* (WDAF), chairman. It said it was convinced that OWI has a real function in the prosecution of the war and called for "full and purely factual information concerning public events and the acts of public officials."

In a statement Tuesday, which it described as "preliminary", the committee advocated dissemination of information only through existing media — radio, newspapers, trade journals, magazines, motion pictures—and declared that OWI "should gather and coordinate" news of "the vastly complicated and far-flung" activities of the Government, without shutting off direct access to the source of news or circumscribing the right of inquiry.

The committee suggested that OWI call into conference representatives of the Washington press corps, both radio and press "in order to further the cooperation in the collection of news and to keep open the primary channels of information."

Asserting that there were conflicting reports on the value of OWI's field services, the newspaper committee asked OWI to poll newspapers and radio stations on their desire for re-creation of field offices operating on the same principles that govern OWI Washington activity.

The committee said it felt that a streamlined, effectively conducted field service might be more economical to the Government.

K & E in Chicago

KENYON & ECKHARDT, New York advertising firm, will open new offices in Chicago in September, Thomas D. Brophy, president, announced last week. In charge of the offices as executive vice-president and director of K&E will be Chester Foust whose resignation from J. Walter Thompson Co., Chicago, as vice-president, becomes effective August 15.

Radio Sales Using Uniform Discounts

A UNIFORM discount structure for all stations represented by the Radio Sales division of CBS will become effective Aug. 15, according to new rate cards issued last week for the eight stations owned by CBS —WABC, New York, WBBM, Chicago, WEEI, Boston, WCCO, Minneapolis-St. Paul, KNX, Los Angeles, KMOX, St. Louis, WTOP, Washington, WBT, Charlotte—and for WAPI, Birmingham, and the Columbia Network.

Only difference between the discounts offered by CBS-owned stations and by WAPI is that the former now offer no discounts for contracts of less than 26 weeks duration, giving 5 percent for from 26 to 52 weeks and 10 percent for 52 weeks, whereas WAPI offers 5 percent discounts for contracts of 13 to 25 weeks, 7½ percent for 26 to 51 and 10 percent for 52 weeks.

New cards also apply to announcement time the discount structure formerly applicable only to program time, giving the purchasers of announcements the same weekly frequency discounts, weekly dollar-volume discounts and discounts for consecutive weeks of broadcasting which previously were available only to buyers of program periods. Program-time and announcement-time purchases may not be combined for discount purposes, but announcements of all types may be combined in figuring discounts.

A cash discount identical to that offered by the nationwide CBS network is now available to Columbia Pacific advertisers. Pacific network card also includes the 10-10:30 p.m. period daily, with noon to 6 p.m. Sunday as transitional time, billed at two-thirds of night rates. Base evening hour rate of WCCO has been raised from $525 to $600, and that of WAPI reduced from $175 to $160.

Current advertisers on the stations may use either the new or the old rate and discount structure until Aug. 14, 1944, provided their schedules continue without interruption. New rate and discount structure applies to all new business signed after Aug. 14, 1943, and all business after Aug. 14, 1944.

Guild Conference

RADIO WRITERS in every phase of the industry met in Chicago July 15 for the national conference of the Radio Writers' Guild, a branch of the Authors' League of America, to discuss organizational plans and contract negotiations with radio networks, stations and advertising agencies. Delegates at the meeting included Paul Franklin, national president of the Guild, Columbia Studios writer and present author of the serial *Red Ryder*; Don Quinn, *Fibber McGee & Molly* scripter; Pauline Hopkins, president of the midwest region of the Guild and writer of *That Brewster Boy*; and Hector Chevigny, radio and screen writer.

HIRE A BUSKER

It was a very astute theatre manager who first hired a sidewalk musician to entertain the crowd lined up outside his doors. The busker shortened the hours of waiting, made people forget their boredom and their aching feet, kept them from giving up and going elsewhere.

The business manager who must keep people waiting until he can deliver the goods would do well to hire a busker. Radio entertainment gives people something to remember you by . . . while they're waiting.

CFRB
TORONTO
860 KILOCYCLES

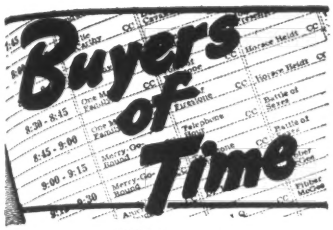
Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

WCAR
Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York



FRED W. SWANSON

SERVING AS acting Peruvian Consul for the Midwest is just one of the duties of Fred W. Swanson, timebuyer of J. L. Stewart Agency, Chicago. A jaunt down to Lima, Peru, during college days at Northwestern U. acquainted him with personalities who later rose high in Peruvian diplomacy, and gave him an enduring enthusiasm for things Latin-American. He has been active in Peruvian promotion for more than a decade.

After attending Northwestern, where he made his spare time worthwhile working on student publications, Mr. Swanson opened his own publishers' representative organization in Chicago, which he continued from 1927 to 1933. In 1933 he took over sales duties in the Ahrens Publications offices, Chicago, where he remained for the next four years.

In 1937 he became sales manager of the American Wine Co., St. Louis, but resigned at the end of a year to return to Chicago. Advertising pulled him back into its own field, and he later became an account executive in the Vanden Adv. Agency, Chicago, which handled practically no radio. In 1939 he joined the J. L. Stewart Agency.

Little radio had been used by the Stewart company until Mr. Swanson organized the radio department for the agency. He built the department on the theory that since radio itself has emotional appeal, it can be utilized to advertise intangibles, such as insurance, as well as tangibles. The radio department of J. L. Stewart now handles about a dozen different insurance accounts, some of which are competitors. Mr. Swanson forestalls the obvious query about the difficulty of keeping various accounts in one kind of business equally well spotlighted by saying, "It is better for these companies to have us handle their radio advertising than for them to go to a competitor-agency. Our clients know that we feel our responsibility toward each of them individually even more strongly perhaps than we might if we had only one or two such accounts, and that we will give each in turn the same break."

The Stewart Agency has had many mail order accounts for years, but it has been only since the beginning of the Swanson era that radio has been extensively used as an advertising medium. Rural radio is used almost exclusively, and a careful eye is kept on wishes of farm folks. Hill-billy and western shows have the best drawing power, according to Mr. Swanson, and of course the use of local talent popularizes the programs.

"We are probably the world's worst time buyers," Mr. Swanson said, laughing. "We do not always buy time on the basis of coverage maps or surveys. We buy largely on the station's ability to pull mail. To us, it is the only sure way of measuring our audience."

Mr. Swanson is married, has a high school-age son, John, and lives in Park Ridge, Ill. Hobbies, when his work gives him time to follow them, are, besides Latin American relations, gardening and fishing.

Wasmer a Major

LOUIS A. WASMER, Spokane station owner and amateur aviator, has been commissioned a major in the Army Air Forces and reported for duty last Thursday at the San Francisco port of embarkation. He has been a captain in the Civil Air Patrol in Spokane. Mr. Wasmer is owner of KHQ and KGA, Spokane, part owner of KOL, Seattle, and one-third owner and a director of the Pacific Broadcasting Co., operating a regional chain in Washington, Oregon and Idaho.

IRE, RMA Agree

AGREEMENT on details for an industry technical planning association appears likely when IRE and RMA representatives meet in New York shortly to work out detailed plans for the organization. The two organizations agreed on general plans after a meeting in Washington several weeks ago, and committees have been filling in details. The New York meeting may be held this week.

Herb Plambeck Abroad

HERBERT H. PLAMBECK, farm editor of WHO, Des Moines, is visiting the United Kingdom as an agricultural observer as the guest of the British Ministry of Information and with the sanction of the State and Agriculture Departments. While abroad he will also observe American Red Cross activities and, as a member of the Iowa State Guard, will deliver letters from Col. Arthur Wallace to British Home Guard and to American embassy attaches. Mr. Plambeck will remain abroad from three to six weeks. Work of the WHO farm news department is being carried on by Jim Chapman, assistant farm editor, aided by Howard Langfitt and H. M. Heberer, former faculty member of Kansas State College.

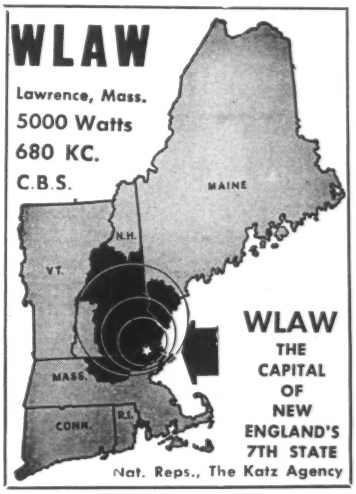
Mr. Plambeck

Philco Promotes Craig

PALMER M. CRAIG has been named chief engineer of the radio division of Philco Corp., after two years as chief engineer in charge of radar and radio communications equipment development. Joining the Philco research laboratories in 1933 as a radio engineer, he assisted in developing high fidelity reception, automobile radios and remote control receiving sets, and before Pearl Harbor he was a leader in the development of radar equipment. Mr. Craig was graduated from Delaware U. in 1927 with a B.S. degree in electrical engineering, and was at one time with Westinghouse Electric & Mfg. Co.

Berg Suit Dismissed

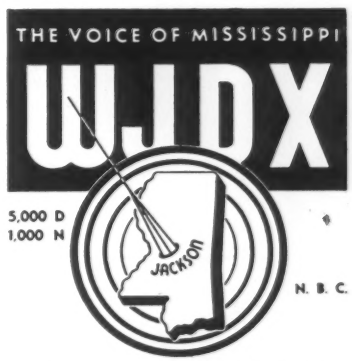
DR. LOUIS BERG's suit against *Printers Ink* for an allegedly libelous article attacking his analysis of serials has been dismissed with costs as "not libelous and does not exceed the bounds of fair criticism and comment." Motion for dismissal was handed down July 14 in the Southern District Court of New York, by U. S. District Judge John Bright.



Am. Dairy Assn. Testing Weekly Farm Newscast

AMERICAN DAIRY ASSN., Chicago (dairy products), has placed a 13-week contract for a quarter hour weekly program, *The Voice of the Dairy Farmer*, on 30 NBC stations beginning Sunday, July 18, 1:45 p.m. Featuring Clifton Utley, news analyst, and Everett Mitchell, farm commentator, the program will be devoted to war news by Utley and discussions of pertinent farm information by Mitchell. List of NBC stations includes WMAQ KSTP KYSM KROC KFAM KFYR WDAY KSOO WIBA WEAU WKBH WHO WGBF WIRE WOW WOOD WWJ WSAM KSD KGBX WDAF KANS KOAM KARK WRC KGHL KIDO KGIR KRBM and KPFA. It also will be transcribed for airing on 20 other Midwest and Pacific Coast stations. Agency is Campbell-Mithun, Chicago.

W57PH, FM adjunct of KYW, Philadelphia, has received permission from the FCC to join the operational pool set up by the four other FM stations in Philadelphia several months ago as a means of conserving manpower and critical equipment.



MID-YEAR PROGRESS SUMMARY

National Survey lists Jackson among the first six cities likely to retain all its economical and industrial gains after the war is over. Jackson, with a population up 34% since 1940, is the—

- — Key point for Federal and State offices and activities.
- — Second largest cottonseed crushing point in the world.
- — Home of new Foster General Army Hospital.
- — Home of 146 industries manufacturing 248 products.
- — Headquarters for oil operations, Yazoo County (35 miles north, where there are over 300 producing wells).

WJDX dominates the Jackson and Mississippi Market. Let the "Voice of Mississippi" speak for you during the remaining months of 1943.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

"FOUR YEARS OF SPONSORSHIP"

And audience monopoly over WQAM for

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

DON'T BE TRICKED BY DECOY (Ky.)!

Understand, we don't think Decoy (Ky.) would get you ambushed, or anything like that. But we also know dern well it won't pull in many sales for you, either. The part of Kentucky that does pull results is the Louisville Trading Area—where 47% of the State's population buys more goods than all the rest combined. *That's* the area WAVE covers. Don't get led away into the hinterlands, stranger. It's Louisville you want—and you get it *best* with WAVE!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

War Ad Drive Under Way

(*Continued from page 10*)

the war. "By war advertising," he said, "we mean that which induces the people through information, understanding or persuasion, to take certain actions necessary to the speedy winning of the war."

Mr. LaRoche promised that the WAC and OWI were ready and eager to assist advertisers in developing war theme advertising. "War advertising follows agreed-on themes," he explained. "As every advertising man knows, best results are achieved when all advertising on a given subject adopts the same approach, tells more or less the same story, makes more or less the same appeals."

"The official campaigns are all things that virtually anyone would agree need doing. They have nothing to do with politics; they have a lot to do with winning the war."

Vinson Urges Unity

Asserting that the nation had not yet won the battle of inflation, Judge Fred M. Vinson, Director of Economic Stabilization, described himself "as a special pleader" and asserted that "unless we all stand together, there will be little or nothing for any of us."

In a large measure, he said, it is up to advertising to explain to the people why they must buy bonds; why they must pay higher taxes, abolish black markets, buy only at ceiling prices, and not demand higher prices, higher wages or greater profits. "Advertising is not a charitable institution," he pointed out, "it is the handmaiden of business. And there is no business in this nation so strong that inflation will not work havoc and ruin upon it."

"I am making a special plea that you businessmen everywhere work with the WAC and OWI to inform every individual in America how he can help fight inflation," Judge Vinson said. "As advertisers, each of you can, like Paul Revere, warn that inflation is coming unless the American people take up arms against it."

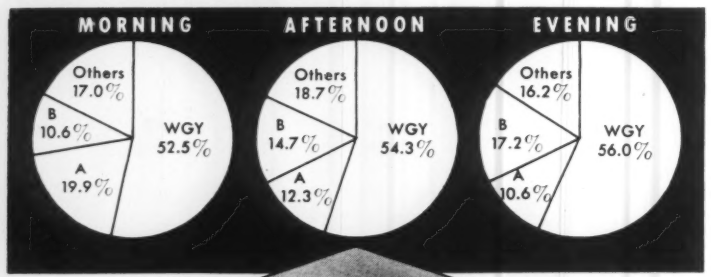
Mr. Nelson declared that although production is now "at a very high level," we fell a half billion behind our goal last month and are not currently meeting our goals from month to month. He said manpower, absenteeism, strikes and a dangerous feeling that the "war is in the bag" is responsible for this falling off and that "in order to tap our reserves of power we need to have a clear understanding by every American of his personal responsibility in war production."

Advertising has always been an inspirational force for the nation at war, Mr. Nelson said, but this is no longer enough. "More than inspiration is needed," he declared. "The American home front needs detailed and continuing information and instruction on every phase of its responsibilities."

Hailing "a great opportunity under guidance of the WAC to convert industry's advertising to the common cause, and use more fully in the war effort the ingenuity and skilled craftsmanship for which American advertising is justly famed, Mr. Nelson predicted that a war message in every ad "can do much to bring about another great upsurge of energy in this country—a surge that will enable us to turn out more of the stuff that our fighting men need to batter the Axis into early surrender."

Judge Marvin Jones, making his first radio appearance since taking over the Food Administrator job, promised the public would be kept fully informed on the food situation. Explaining that an informed public was essential to his program, he said "asking citizens to adopt the wartime food code is a job on which every one's assistance will be needed. We have asked the assistance of business; they have been asked through their advertising to put a war message in every ad." By working together, he said, "it is not too much to say we will be shortening the war."

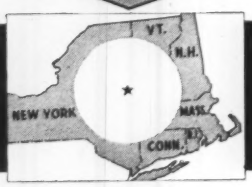
The July 14 broadcast was preceded by a closed circuit talk over NBC July 6, in which Mr. LaRoche and Frank E. Mullen, NBC vice-president and general manager outlined plans for local meetings to tune in on the big program. [BROADCASTING, July 12]. More than 400 attended the New York session; 300 a luncheon sponsored by the Chicago Federated Advertising Club; 250 in Boston, while meetings were scheduled in scores of other cities.



THIS IS THE WAY THEY LISTEN

IN THE HUDSON CIRCLE
According to Crossley

WGY-125



GENERAL ELECTRIC
WGY
Schenectady, N. Y.

Represented Nationally by
NBC
Spot Sales, Inc.

CONTEST WINNER
Radio Copy Award Given Illinois Utility

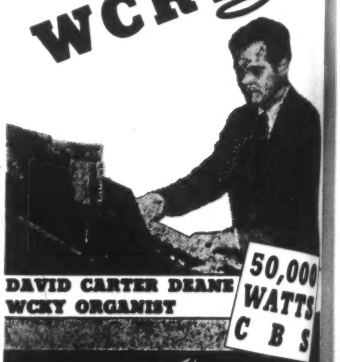
REGIONAL AWARD for radio advertising in the 1943 Better Copy Contest of the Public Utility Advertising Assn., a department of the Advertising Federation of America, was given to Central Illinois Light Co. Roy K. Dallas (right), sales manager, displays the certificate to Berne Enterline and Clara Walsh, staff announcers on

WMBD, Peoria, who conduct the utility program *Cilco Town Crier*.

Cilco's program is unique in that it is strictly one of public service, the commercials being closely coordinated with the home service department of the Light Co. in furnishing listeners with valuable homemaking aids and suggestions on the care of home appliances. Once a week a recipe is read on the air, after which the station is flooded with calls for copies.

The announcers employ a free conversational style in presenting the program, giving the effect of merely "talking things over". Their wide listening audience has come to know "Jean and Berne" as two friends who visit their homes each day at lunchtime with valuable information on current subjects and an abundance of news of local activities sent in by listeners.

Another WCKY Star



DAVID CARTER DEANE
WCKY ORGANIST

50,000 WATTS C B S

THE L B Wilson STATION

SUZANNE BURCE, 14-year-old vocal star of KOIN, Portland, Ore., has just been signed for a seven-year Hollywood contract by Metro-Goldwyn-Mayer, after winning top honors for her performance on the *Hollywood Showcase* program. The "Singing Victory Girl" of Oregon, credited by the Treasury with a million dollars in War Bond sales last year, will continue with KOIN until the fall when she reports to the movies. Suzanne wears the goodluck floral horseshoe on her first broadcast after a whirlwind Hollywood visit.

Greek Relief Discs

GREEK WAR RELIEF ASSN., Chicago, is presenting the quarter-hour weekly dramatic recorded *Voice of the Underground* over 178 stations. Recordings are furnished gratis to interested stations, the majority of which donate the time to the cause of Greek relief. The programs, based on documented accounts of Greek underground activity, are recorded at World Broadcasting System, Chicago, and financed by the Pan-Hellenic Federation of America. Carl E. Riblet Jr. is writer-producer and Mel Galliart director.

VICK KNIGHT, Hollywood vice-president in charge of radio for Foote, Cone & Belding, and Johnny Richards, musical director, are collaborators on "The Moment We Met", theme song of the weekly CBS *New Jack Carson Show*. Tune was purchased for publication by Robbins Music Corp.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Retail Sales Up

Sales Management magazine forecasts a 19.2% increase in Hartford's retail sales for August. Match this trend with an appropriate spot campaign on WDRC, Basic CBS, Hartford. Write Wm. Malo, Commercial Mgr., for availabilities.

PRESIDENT SCORES DISMISSAL RIDER

THE FATE of two employes of the FCC whose tenure was limited by the Urgent Deficiency Appropriation Bill, took on an air of mystery last week as President Roosevelt signed the legislation, but at the same time denounced the measure as "unconstitutional, unwise and discriminatory".

In an unusual procedure before his news conference Tuesday, Mr. Roosevelt summarized a message he will send to the Congress when it reconvenes in September, notifying the legislators he would have vetoed the objectionable rider if he could have done so without delaying vital war operations. The Urgent Deficiencies Bill, containing the President's $89 million contingency fund, and overtime pay for government workers, carried a rider calling for dismissal of Dr. Goodwin Watson and William E. Dodd, both of the FCC's Foreign Broadcast Intelligence Service, and Dr. Robert Morss Lovett, government secretary of the Virgin Islands, on Dies Committee charges of subversive activity.

As finally approved by the Senate, after being rejected five times, the rider provides that the men shall leave the Government Nov. 15, unless nominated for office by the President and approved by the Senate. Mr. Roosevelt in his message commented that there was no suggestion that the men had not legally or competently performed their duties. Then, refusing to reveal whether he would nominate them for office, he said he did not believe the rider was binding on either the judiciary or the executive, thus giving rise to the belief that the men might be continued in office for a subsequent legal test of the provision. The rider originated in the House, and was accepted on insistence of that body.

Standard Profits Drop

STANDARD RADIO Ltd., Toronto (holding company for CFRB, Toronto, and CKLW, Windsor, Ont.), in a financial statement for 1942-43 ending March 31, showed a net profit of $88,994, equal to 41 cents a share on the combined 215,000 shares of class "A" and "B" stock outstanding. This compares with a net of $105,826 or 49 cents a combined share in the previous year. Auditors state that only the proportion of profits of subsidiary companies which have actually been received as dividends have been taken into the accounts of Standard Radio. Balance sheet shows current assets of $92,502 and current liabilities of $25,989, leaving net working capital of $66,513 compared with $63,475 at the previous year-end.

Heads Agency Board

JOHN E. WILEY, a vice-president and manager of the New York office of Fuller & Smith & Ross Inc., has been elected to the newly created position of chairman of the board, it was announced last week by Allen L. Billingsley, president. Edwin L. Andrew, a vice-president, and manager of the firm's Cleveland organization, has been named executive vice-president.

AFM Sets Class A Rate On Video Performance

UNION musicians appearing on television programs must be paid union scale for Class A stations, according to the New York Local No. 802 of the American Federation of Musicians, which for several weeks has been investigating conditions prevailing at W2XWV, Du Mont television station in New York. This scale is $12 an hour per man, with $3 for each additional quarter-hour and $6 an hour for rehearsal time.

Sam Cuff, radio and television news commentator who has charge of the Wednesday evening experimental telecasts produced by W2XWV in cooperation with New York advertising agencies, said musicians, like other artists, have been glad of a chance to gain experience in the new medium and have not generally asked for union scale. AFRA has not established a scale for television.

CP Claims Scoop

A SCOOP on the news of the invasion of Sicily is claimed by Canadian Press and Press News Ltd., radio subsidiary. According to CP, its correspondent, Ross Munro, was the first reporter to get out his story, scoring a 7½-hour world beat over 53 other war correspondents. Munro's eye witness account of the first landings near Cape Passero was broadcast throughout the world by the BBC and given flash relay to stations served by Press News Ltd. in Canada and Press Assn. in the U. S.

The TEXAS RANGERS now

Selling Bread on KTUC Tucson

...also selling many other products on many other stations.

George E. Halley

TEXAS RANGERS LIBRARY

HOTEL PICKWICK • KANSAS CITY, MO.

IN SCALING the HEIGHTS

A WELL TRAINED CLIMB... DOES BE...

To Give the Utmost in Service Each of Our Men is Thoroughly Trained for His Job

capable

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT

SAN FRANCISCO • HOLLYWOOD

FDR Warning Hits Fly

(*Continued from page 11*)

vice-president in charge of Washington activities, called in connection with this incident. Mr. Garey had sought to substantiate the report that Mr. Russell, as a member of the Domestic Broadcasting Committee, had originally complained against Mr. Miller to BWC.

Thus far, the Committee's public hearings have covered only the RID and FBIS activities, which entail some 6 million dollars of the FCC's 8 million dollar appropriation. In documents originally placed in the record over the protest of Mr. Fly on grounds of being "secret" matter, the combined Chiefs of Staff recommended that the President execute an Executive Order transferring these activities to the Army. Accompanying documents cited these activities by the FCC as a hindrance to the war effort [BROADCASTING, July 5-12].

Two Revelations

Mr. Fly's initial appearance before the Committee, which he protested as unfair, covered only the Neville Miller phase. It was indicated he will be called as often as may be necessary in connection with other FCC and BWC matters. Other members of the FCC also will be called. Expected to be a key witness, because of his consistent opposition to Mr. Fly's policies, is T. A. M. Craven, veteran engineer and a former Naval officer.

In continuing his battle of words with the committee, Mr. Fly declared at his regular press conference last Monday that he had abandoned hope of getting a hearing before the committee and that he felt "they've done their worst." He asserted "the most startling questions that could be put have already been published as seemingly the conclusions of the Committee. A hearing for me to disprove the charges would be too anti-climactic to interest the Committee."

The sessions thus far held, according to observers, reveal two things—(1) that the FCC through Chairman Fly had intruded upon military communications activities against the will and judgment of the Army and Navy; and (2) that the executive branch, for reasons of its own, was seeking to impede the Cox Committee inquiry through refusal to produce records which the Committee contended had no bearing on secret military operations.

Mr. Fly lost no time in meeting the last Cox committee thrust—release of the memorandum of Rear Adm. S. C. Hooper, retired Naval communications expert, to the Secretary of the Navy, opposing Mr. Fly's chairmanship of the BWC as against the best war interests, along with an Army memorandum picking up most of Admiral Hooper's contentions [BROADCASTING, July 12].

The FCC chairman, in a press release for Sunday morning papers, at which time the Cox Committee data also was released, contended the documents "are but irresponsible charges which the Cox committee has handed out in a bid for publicity."

"We are still waiting for a public hearing," he continued. "Meanwhile, as to the charge that I oppose using the war as an excuse for monopolies to extend their hold on the country, I plead guilty. I also plead guilty to the charge of believing that the CIO, along with the AFL and the other unions of this country are not disloyal, but are composed of as patriotic a group of citizens as can be found anywhere and that their counsel and advice is a valuable contribution to our war effort.

Calls It Punitive

"As to the remainder of the charges collected by the Committee's staff in star chamber sessions, the public should know that they are utterly without foundation. If such a Committee can be depended upon to give us an opportunity, we will prove each of them false."

At his press conference last Monday, Mr. Fly continued his condemnation of the Committee in the same vein. At times he read from prepared notes—an innovation at his press conferences.

Mr. Fly told his well-attended conference that the investigation was "punitive and irresponsible in its origin" and that the processes and procedures have followed "the pattern of the original attitudes." Everybody, he thought, "must be shocked by the conduct, methods and processes of the Committee. At the same time, I don't see how any of us can assert that we are surprised."

Mr. Fly said he was not going to answer Adm. Hooper's charges in detail, but that if the Committee were to "give me a hearing I would take up each and every one of those statements and deal with them in turn. I do not expect that opportunity, however."

Declaring he did not want to direct any criticism at Adm. Hooper, he said the retired Naval officer "has rendered some valuable services" but that he now "is retired for reasons of health and I can only express my sincere regard for him and my sympathetic interest in his welfare."

Asked whether the admiral was retired for "reasons of health" when he prepared the memorandum, Mr. Fly said he did not know the precise date. "What do you think of Mr. Garey as a lawyer?", asked a reporter. "I think he serves the purpose of this Committee very well," the chairman replied.

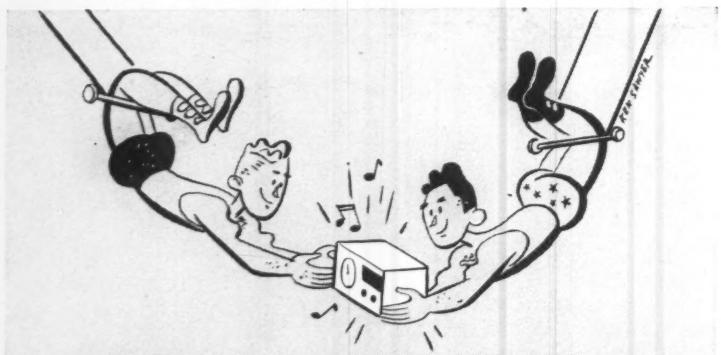
In his final statement of the week, Chairman Fly last Thursday issued a press release again attacking the committee, this time in connection with a report published in the Drew Pearson syndicated column of the same day. The Pearson column, which has consistently attacked the Cox inquiry, quoted a memorandum Mr. Garey outlined to the committee, said to have been prepared by Robert Humphreys, of International News Service, "acting as advisor to the Cox committee." The alleged Humphreys memo, said to cover suggestions as to procedure from the publicity standpoint, was appended to Mr. Fly's two-page statement in text.

'No Results'

Without mentioning the Pearson column, Mr. Fly said the "published reports" of the committee's plan for the conduct of the hearing in relation to newspaper publicity revealed "the real character of the 'impartial and wholly constructive' investigation which Chairman Cox at the opening hearing publicly assured the Commission, the Congress and the people."

Alluding again to Mr. Garey as the "Wall Street counsel," Mr. Fly said the memo to the committee "merely confirms and formalizes the plan adopted by the committee in assembled meeting on July 6." The "principles," he said, are designed to accomplish two results—

DOUBLES IN BRASS, this 22-year-old announcer-traffic manager-publicity director on WJDX, Jackson, Miss. Elsie Holmes, newcomer to the station, used to air her own show as the "Coed Commentator" while a member of Texas U.'s broadcasting staff. She also studied radio dramatics at NBC-Northwestern Radio Institute, and was assistant in the radio arts department at U. of Alabama.



MOST POPULAR STATION IN THE WEST

CLEAR CHANNEL STATION

KFI OF LOS ANGELES

Earle C. Anthony, Inc.

N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives

The TIME BUYERS' STATION

WDOD

Chattanooga, Tenn.

5,000 WATTS

CBS

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

CONVERTED from telegraph operating to a radio engineer—that's the story of Margaret Lowe, one of the nation's few women engineers, now at WWVA, Wheeling. Miss Lowe got her engineering lessons from members of the WWVA staff. It's an idea for stations seeking operators.

"the seizure of the headlines" and effectuation of the principle that "by adroit use of the gavel, the the committee must keep the Commission's side of the case from reaching the public."

Mr. Fly expressed doubt that the House ever intended to authorize its committee to follow the procedures outlined in the purported memo. He quoted copiously from the "memorandum" to buttress his contention that there is "nothing new in the procedures for creating publicity with scandalous and unsupportable charges and then promptly shutting off any possible opportunity for the Commission to be heard on those charges, or even to present its case to the press."

Ultimately, he said, the greater injury must be to the committee itself "when Congressman Cox and his Wall Street counsel have the temerity to adopt procedures which abuse the great Congressional power of investigation by a calculated bid for headlines and by a deliberate plan to avoid any hearing on the chargees until after a startling publicity has taken its toll."

Citing the "unhappy auspices under which this so-called investigation was given birth," Mr. Fly said he "cannot believe that the House has ever fully understood what its committee is doing in star chamber proceedings, in the secret eliciting of 'testimony' in the downtown hotels of Washington and in the now publicly confined unfair principles governing its conduct of public hearings."

Attached to the Fly statement were the "suggestions" together with a memorandum signed "E. L. G." stating that the "suggestions" were written by Mr. Humphreys. The "suggestions" were quoted by Mr. Fly as follows:

1.—Decide what you want the newspapers to hit hardest and then shape each hearing so that the main point becomes the vortex of the testimony. Once that vortex is reached, *adjourn.*

2.—In handling press releases, first put a release date on them, reading something like this: "For release at 10:00 A.M. EWT July 6", etc. If you do this, you can give releases out as much as 24 hours in advance, thus enabling reporters to study them and write better stories.

3.—Limit the number of people authorized to speak for the committee, to give out press releases or to provide the press with information to the *fewest number possible.* It plugs leaks and helps preserve the concentration of purpose.

4.—Do not permit distractions to occur, such as extraneous fusses with would-be witnesses, which might provide news that would bury the testimony which you want featured.

5.—Do not space hearings more than 24 hours or 48 hours apart when on a controversial subject. This gives the opposition too much opportunity to make all kinds of counter-charges and replies by issuing statements to the newspapers.

6.—Don't ever be afraid to recess a hearing even for five minutes, so that you keep the proceedings completely in control so far as creating news is concerned.

7.—And *this is most important:* don't let the hearings or the evidence ever descend to the plane of personal fight between the Committee Chairman and the head of the agency being investigated. The high plane of a duly-authorized Committee of the House of Representatives *examining* the operations of an Agency of the Executive Branch for constructive purposes should be maintained at all costs.

Two Courses Open

If the Cox committee should decide to pursue contempt of Congress proceedings against Chairman Fly or any other recalcitrant witnesses, it could do so, according to Committee spokesmen, by following either of two courses. One would be to ask the House and Senate to vote proceedings, under the United States Code. The second would be to have the Speaker certify the case to the United States attorney. Neither the Speaker nor the district attorney, in the latter instance, has any discretion to delay proceedings. The statute makes it mandatory for them to expedite the case to the grand jury.

There was little likelihood of action until Congress convenes. And whether the Committee will decide to proceed at that time will depend upon the status of the inquiry, it is expected.

Both Chairman Fly and Harold D. Smith, director of the Bureau of the Budget, who declined at the July 9 hearing to give evidence regarding matters which they held to be secret, may be liable for such proceedings. In the case of Mr. Smith, the Committee authorized him to discuss with counsel the advisability of providing the evidence sought in executive session. Mr. Fly, however, felt that he was bound by the instructions of BWC not to divulge the information in connection with the Neville Miller matter in any way. It is presumed that these factors will be considered by the committee in determining whether or not contempt proceedings will be instituted.

Date of WNYC Hearing Transferred to Sept. 13

HEARING on the application of WNYC, New York, for a special service authorization, which would in effect give it fulltime, set for last Monday, has been postponed to Sept. 13 by agreement of WNYC, CBS and the FCC. The Commission acting in accord with a Supreme Court mandate in the NBC-KOA case, had granted a petition by Columbia-owned WCCO, Minneapolis, for a rehearing against grant of the special service authorization to WNYC [BROADCASTING, June 7].

At a pre-trial conference before Commissioner Durr on June 28 between the parties concerned, it was agreed that CBS should make certain airplane measurements to determine the vertical pattern of the proposed WNYC operation and report to the Commission within 60 days, or earlier if the measurements are completed or CBS reports it cannot make them. It was further stipulated that CBS would consent to any request WNYC may file for a special temporary authorization, pursuant to FCC rules, to operate till 10 p.m. (EWT), the authorization to end 30 days after the hearing.

Republic Pix Will Buy Half-Hour Show on Net

REPUBLIC PICTURES, New York, will purchase a half-hour network period for a studio-talent show, it was announced last week at the conclusion of a sales meeting in New York. Decision on the network to be used, and starting date is expected to be made in a week or 10 days. With a number of its stars already familiar with radio through guest performances, Republic will build the program around talent from current or projected films such as "In Old Oklahoma," "The Fighting Seabees," "Man From Frisco," "Atlantic City," "Gay Blades," and "The Old Waldorf." The firm has become radio-minded only within the last month or so, engaging in extensive spot drives for "Someone to Remember," and for Roy Rogers, singing cowboy [BROADCASTING, June 14, 28]. Agency is Donahue & Coe, New York.

Reed Myers Honored

REED MYERS, time salesman of WGN, Chicago, credited with bringing $3,000,000 worth of local billing to the station, was honored at a luncheon July 16 given by co-workers and agency executives at the Kungsholm, Chicago, on completion of his 15th year with WGN.

NEWS ABOUT HOME FOLKS IS MOST INTERESTING

. . . and that's why ATLANTA-MARKET LISTENERS keep tuned for WAGA's 24 news periods each day. Plenty of news about home folks — and world news edited with a Georgia slant, makes WAGA's news more interesting than listening in on a party line!

WAGA ATLANTA

5000 WATTS DAY AND NIGHT 590 KC.

A FORT INDUSTRY STATION

National Representatives HEADLEY-REED COMPANY

Serving and Selling the Greater Savannah Seaboard Market.

NBC BLUE, TOO

WSAV SAVANNAH

National Representatives GEORGE P. HOLLINGBERY CO.

THE INDUSTRIAL GATEWAY to the RICH TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
50,000 WATTS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

AP

KVAK, St. Joseph, Mo.

. . . I can say candidly that AP Service is Tops.

W. D. Colson, Manager,
KVAK, St. Joseph Studios.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
Radio Homes Coverage
144,823
National Representative
Howard H. Wilson Co.
1290 KC BLUE NETWORK

WKY Sales Stunt Features Fashions

Marjorie Howard to Assist Oklahoma City Promotion

IN AN intensive retail promotion WKY, Oklahoma City, is bringing Marjorie Howard, well-known New York fashion specialist and former Paris fashion editor of *Vogue* and *Harpers Bazaar*, to Oklahoma City for a series of broadcasts on fashion to start Aug. 4.

Miss Howard, a well-known authority in her field and fashion counselor to the New York School of Applied Design, will broadcast a quarter-hour program three times a day Monday through Friday; a morning fashion commentary, a late evening fashion program for employed women, and a women's news program in the late afternoon.

Although the programs will not be offered for sale, the promotion is intended to familiarize Oklahoma City retailers with use of radio as a medium for advertising their merchandise.

As part of the general promotion, Miss Howard will conduct a fashion clinic in the WKY studios once a week which will not be broadcast. She is also scheduled to make personal appearances before women's groups and to make guest appearances on department store radio programs. Miss Howard will be introduced to the merchants of Oklahoma City at a special luncheon on Aug. 3, arranged by J. I. Meyerson, WKY promotion manager.

KGW-KEX Staff Changes

EDWARD ANTHONY BROWNE has returned to KGW-KEX, Portland, Ore., as continuity chief, after being honorably discharged from the Army. While in the Army, Browne edited the Camp Adair *Sentry*, publication of the new cantonment near Corvallis, Ore. Patricia Daly of Vancouver, Washington, has joined the program department in Portland, and Allan Sheppard, night news editor, has left for the Army. Ben F. Titus, former chief of the Portland office of the OWI, replaces Sheppard.

RCA Special Show

AS A GOODWILL gesture to war workers in all the United Nations, RCA on July 23 only is sponsoring a half-hour broadcast on the full BLUE network, with pickups from Moscow, London, Sydney and Chungking. Titled *Warworkers Salute*, the program will feature the launching of a victory ship, constructed by the Mobile Drydock & Shipbuilding Corp. by winners of a *Don't Miss the Boat* suggestion contest conducted among five plants of the RCA-Victor Division of RCA.

A&P Film Televised

FILM produced by the Great Atlantic & Pacific Tea Co., New York, to show the part bread plays in providing balanced nutrition was presented recently on NBC's television station, WNBT. Titled "More Power to You," the 26-minute film dramatizes the discovery of a story behind the nutritive value of bread.

A BROADWAY WELCOME to Oklahoma was accorded Marjorie Howard (second from left), who has joined WKY, Oklahoma City, as fashion counselor. J. I. Meyerson (left), promotion manager of the station, arranged for Miss Howard, who had been in Paris for the past 30 years as fashion correspondent for women's magazines, to get her first glimpse of Oklahoma, backstage at the St. James Theater in New York, with Joan Roberts, Alfred Drake, and Celeste Holm, all of whom are stars of the Broadway musical comedy hit, "Oklahoma".

New WABC Contracts Include Six Sponsors

FORECASTING a record July for WABC, New York, Arthur Hull Hayes, general manager of the CBS New York outlet, last week announced six new campaigns for the station: Lamont, Corliss & Co., New York (Pond's cosmetics), weekly quarter-hour featuring Eleanore King, through J. Walter Thompson Co., New York; United Artists Corp., New York, five participations weekly on Arthur Godfrey program and *Woman's Page of the Air* for "Victory Through Air Power", through Foote, Cone & Belding; Consolidated Royal Chemical Corp., Chicago (Krank's Shave Kream), thrice-weekly sponsorship of Joe King, through Arthur Meyerhoff & Co., Chicago; Sullivan County Resort Hotels, New York, six-weekly participations with Arthur Godfrey, placed direct; E. Fougera & Co., New York (Ramsdell's sulphur cream), three spots weekly on Arthur Godfrey, through Spot Broadcasting; Musterole Co., Cleveland, six participations weekly on *Woman's Page of the Air*, through Erwin, Wasey & Co., New York.

WABC's July renewals include American Cyanamid, Studebaker Corp., and Interwoven Stocking Co. H. C. Bohack Co., New York (Food stores), has bought participations on *Woman's Page of the Air*, through E. M. Freystadt Associates, New York, and the Calco Chemical Division of American Cyanamid is buying additional time on Arthur Godfrey, through J. M. Mathes, New York.

ASCAP's Melon

ASCAP on July 12 distributed to its members and associated societies $1,260,000 in royalties for the second quarter of 1943, ended June 30, the largest royalty distribution for any quarter since 1940, the Society announced.

'Roundup' Sponsors

ONE WEEK after NBC's announcement that its daily morning quarter-hour *World News Roundup* would be available for local participation announcements, eight NBC affiliates notified the network that they had sold daily anouncements to local advertisers. Companies and stations are Marlowe Tire Co. and Martin Bros. Roofing Co., WMBG, Richmond; South Carolina Electric & Gas Co., WIS, Columbia, S. C.; Van Smith Bldg. Materials Co., WTMA, Charleston; James G. Gill Co., WTAR, Norfolk; Block Department Store, WIRE, Indianapolis; Home Federal Savings & Loan Co., WSOC, Charlotte; Watts Sartor Lear Dept. Store, WBLK, Clarksburg, and Belks Dept. Store, WISE, Nashville.

Skelton to Return

STATEMENT denying that Hildegarde with her *Beat the Band* show had been renewed for an additional 13 weeks by Brown & Williamson Tobacco Corp., Louisville, was made last week through its agency, Russel M. Seeds Co., Chicago. Original contract for the 13-week show, begun as a summer replacement for the Red Skelton spot on NBC, will expire with the program of Sept. 7, the agency said, adding that Skelton is expected back on the air in the fall.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

OWI Budget Bill Approved by FDR

Domestic Fund $2,750,000; $27,000,000 for Overseas

OWI's REDUCED appropriation for domestic operations became law last Monday when President Roosevelt signed the War Agencies Appropriation Bill, providing funds for Elmer Davis' organization and 17 other agencies, including the Office of Censorship, WPB, OPA and CIAA.

As finally enacted by the runaway Congress, the OWI appropriation bill provided $2,750,000 for domestic activities, instead of $8,865,906 asked by Mr. Davis. The OWI Overseas Branch, directed by Robert Sherwood, received $27,000,000, approximately all it asked.

WPB, CIAA and Censorship likewise escaped from the Congressional revolt, WPB getting $88,000,000, CIAA $30,000,000 and Censorship $28,000,000. OPA was granted $155,000,000, $22,000,000 less than the budget bureau estimate.

Congress specifically forbade OPA from setting up any standardization or grade labeling programs, and withheld funds for hiring additional investigators. In an amendment to the resolution extending the Commodity Credit Corporation, Congress reconsidered its provisions on grade labeling, still forbidding OPA to establish standardization programs, but giving the agency permission to set grade prices on standards established by other agencies, or generally accepted in industry.

Black Market Expose

AS A CONTINUATION of their pioneering efforts in the field of documentary broadcasting, Dave Driscoll and John Whitmore of the war services and news division of WOR, New York, last week presented on WOR and later on Mutual a half-hour expose of black market operations in New York and New Jersey. In preparation for over three months, the program entitled *The Black Market* was the result of over 20 hours of recordings, entirely authenticated through the cooperation of the Enforcement Division of the OPA in New Jersey.

MBS Revises Discounts

(*Continued from page 10*)

whereas the new method of discounts will give additional credit to the additional expenditures of the evening advertiser. Richard Connor, MBS station relations executive, will shortly leave on a tour of MBS stations, at which time the details of the new plan will be fully explained to the network's affiliates. They received their first announcement of the plan from Mr. McClintock, speaking on the network's conference call to its affiliates last Thursday.

Mr. McClintock based his prediction of a $14,000,000 total for Mutual billings this year on current contracts which indicate billings of $13,000,000 without taking new sales into account. MBS billings in 1942 totaled $9,636,122.

New option time schedule, which goes into effect Aug. 1, 1943, follows, with hours shown in local times for each time zone:

Zone	*Morning*	*Afternoon*	*Evening*
EASTERN			
Mon.-Sat.		1-2, 5-6	8-10:30
11:30-12:30			
Sun.		4-5	6-7
			8:30-10:30
CENTRAL			
Mon.-Sat.			
10:30-11:30		5-6	7-9:30
12-1			
Sun.		3-6	7:30-9:30
MOUNTAIN			
Mon.-Sat.			
9:30-10:30		5-6	6-8:30
11-12			
Sun.		2-5	6:30-8:30
PACIFIC			
Mon.-Sat.			
8:30-9:30		5-6	6-7:30
10-10:30			8:30-9:30
11:30-12			
Sun.		1-2	6-7:15
		2:30-3:45	9-9:45
		5:45-6	

Executive committee meeting on July 13 was presided over by W. E. MacFarlane, WGN, Chicago. Attending were: Alfred J. McCosker, Theodore C. Streibert, WOR; New York; H. K. Carpenter, WHK - WCLE, Cleveland; Lewis Allen Weiss, Don Lee Broadcasting System; John Shepard 3rd, Yankee Network; Mr. McClintock.

Mr. McCosker presided at the board and shareholders meeting the following day. In addition to those attending the executive committee session, the following were present: J. E. Campeau, CKLW, Detroit-Windsor; Hope Barroll Jr., Harold Batchelder, WFBR, Baltimore; Benedict Gimbel Jr., WIP, Philadelphia; Leonard Kapner, WCAE, Pittsburgh; Kenneth Church, WKRC, Cincinnati; MBS attorney Louis Caldwell and George Haggard; Miles Lamphiear, auditor; Robert A. Schmid, promotion and research manager; Richard Connor, station relations executive; Ed Wood Jr., sales manager; Adolph Opfinger, program manager.

'No Convention' Plea

ODT DIRECTOR Joseph B. Eastman last week renewed his plea for cancellation of conventions and similar group meetings in 1943 in order to relieve the strain on the nation's railroads. Unless such meetings contribute in an important way to the winning of the war, Mr. Eastman said, officers and members of organizations scheduling conventions must ask themselves whether they are justified in going ahead with their plans.

WATR, Waterbury, Conn., is now carrying the weekly Catholic program, *The Angelus Hour*, a program which originated as a feature on WSRR, Stamford, and is now heard also on WNAB, Bridgeport, WELI, New Haven, WNBC, Hartford, WNLC, New London, six outlets comprising the Connecticut Broadcasting System.

WEEI, Boston, has added the Associated Press radio news service, bringing to the station all the special features of the PA wire.

RADIO'S GREAT ARMY
Its Home Front Victories Described by NAB

FACTS and figures showing radio's outstanding contributions to the war on the home front are strikingly presented in a brochure issued last week by the NAB in collaboration with the CBS, Blue, NBC and Mutual networks. Titled "This Is an Army Hitler Forgot", the brochure tells how $100,000,000 worth of talent and time were employed by stations and advertisers to reach the public.

The radio army is fighting on many fronts, employing its medium so effectively, according to NAB, that every listener in the country hears at least four vital war messages a week. Under the network allocation plan alone, it is stated, 202 coast-to-coast programs, sponsored by 120 advertisers, reach 300,000,000 listeners a week.

Under the station announcement plan, 891 stations broadcast over 8,000 messages a day; under the feature series plan 20,000,000 listeners per week are reached through network war shows and others inaugurated under OWI guidance, according to the brochure.

Listing a few of the campaigns won by the radio army, the brochure cites radio's contribution in filling every glider school in the country in a 2-week campaign after previous efforts had failed, the recruitment of women for nurse training, the swelling of victory gardens by 8,000,000, the help in decreasing holiday travel, the procuring of 104,000 applications for non-combat pilot training.

N. Y. FM Plans

NORRIS WEST, director of W69PH, FM adjunct of WCAU, Philadelphia, has been invited to serve as advisor for FM stations in New York interested in setting up a pooling arrangement. Mr. West met with the directors of the New York FM stations July 13.

SPECIALTY SALES, WLW, Cincinnati, has added the Cleveland district to its market service territory, with Jack V. Donner as representative there.

KVRS, Rock Springs, Wyo., has acquired the special AP radio news wire from Press Assn.

TWIN FALLS COUNTY
68TH
IN THE
UNITED STATES
IN CASH FARM INCOME
•
KTFI
"PULSE OF THE
MAGIC VALLEY"

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U. S. BONDS TODAY

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

WATL
COVERS ATLANTA
AT LOWEST COST
1600 KC MBS
Represented by SPOT SALES Inc.

LEW CHILDRE
in person
Available for participating or exclusive sponsorship
THE SOUTH'S BEST KNOWN HILLBILLY SINGLE
PLUS . . . WIDEST COVERAGE ON
WSGN
Birmingham, Alabama
Affiliated With
The Birmingham News
THE BIRMINGHAM AGE-HERALD

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

U.P. *gives you*
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JULY 10 TO JULY 16 INCLUSIVE

Decisions . . .

JULY 12

WMT, Cedar Rapids, Ia.—Granted continuance hearing to July 23 re application KSJB, Jamestown, N. D., for mod. license.

JULY 13

NEW, Baylor U. and Carr P. Collins, Corpus Christi, Tex.—Granted CP for station on 1010 kc., 50 kw., DA, daytime to sunset, at Little Rock, Ark.

KFMB, San Diego—Approved amended application to transfer control of Worcester Broadcasting Corp. from estate of Warren B. Worcester deceased, to First National Trust & Savings Bank of San Diego, and license renewal for one year.

Stations granted license renewals for regular period: KFVS KGFL KIUP KRLC KVRS WBTH WDAS WHBQ WJLD WMIN WRRN WDAK WGAA WGH WKEY KICA.

JULY 15

KTKN, Ketchikan, Alaska—Granted authority to install new automatic frequency control equipment.

Applications . . .

JULY 12

WNYC, New York—Special service authorization operate 6 a.m.-10 p.m. 1 kw., amended re DA.

WFVA, Fredericksburg, Va.—Mod. license change frequency etc., amended to change hours to unlimited, except on Sunday when WBBL operates.

JULY 14

CBS, Brentwood, L. I., N. Y.—CP for new international broadcast station on 6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 kc., 50 kw., unlimited except share on all frequencies with WCRC, WCBX and WCDA; also share 6060 kc. with KWID and KWIX; use 6120 kc. by special authorization.

in the CONTROL ROOM

MARGARET WALTON, 17, is the first girl radio engineer in Philadelphia, assigned to the control room at WIP.

JAMES STEWART, recent graduate of radio training course sponsored by the Philadelphia station managements and the ACA local 1, has joined the engineering staff of WPEN, Philadelphia.

GEORGE MAIR, former radio technician for the New York Shipbuilding Co., Camden, N. J., has been added to the engineering staff of KYW, Philadelphia.

EDMUND D. BAILEY has returned to his old post as sound effects technician of NBC Central Division after medical discharge from the Army. He was stationed at Camp Wheeler, Ga.

JIMMY STEWART, new to commercial radio, has joined the engineering staff of WIBG, Philadelphia.

A. E. HOPPER, former engineering supervisor of WHN, New York, has been commissioned a Captain in the Army Troop Carrier Airforce. He joined the Army last August.

LLEWELLYN BATES KEIM, chief engineer of W47NY, New York, is leaving to become engineering consultant to a war contractor working on problems of the Signal Corps.

JOSEPH F. NOVY, former assistant to the engineer of CBS central division and more recently director of the Chicago Radar School, Signal Corps, has left for Princeton U. to receive indoctrination following his commission as a lieutenant in the Navy Bureau of Ships.

Tentative Calendar . . .

JULY 12

WOKO, Albany, N. Y.—License renewal (July 22).

KSJB, Jamestown, N. D.—Mod. license for 600 kc., 250 w., unlimited (July 23).

Network Accounts
All time Eastern Wartime unless indicated

New Business

AIR PREHEATER Corp., Wellsville, N. Y., on July 19 only sponsors Maritime M award ceremonies on five BLUE New York stations, Mon., 3:30-4 p.m. Agency: G. M. Basford Co., N. Y.

RADIO CORP. OF AMERICA, New York (institutional), on July 23 only sponsors *War Workers Salute* on 151 BLUE stations, Fri., 8:30-9 p.m. Agency: Kenyon & Eckhardt, N. Y.

Renewal Accounts

FISHER FLOURING MILLS, Seattle, on July 26 renews for 52 weeks, participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Mon., Thurs., 9:30-10 a.m. (PWT). Agency: Pacific National Adv. Co. Seattle.

Network Changes

BAYER Co., New York (aspirin), on July 20 adds 40 CBS stations to *American Melody Hour*, making a total of 116 CBS stations, Tues., 7:30-8 p.m. Agency: Blackett-Sample-Hummert, N. Y.

IRONIZED YEAST Co., Atlanta, on July 20 adds 75 CBS stations to *Lights Out*, making a total of 115 CBS stations, Tues., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co, Camden (soups, tomato juice), on July 18 added 50 CBS stations to *Radio Reader's Digest*, making a total of 117 CBS stations, Sun., 9-9:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

PROCTER & GAMBLE, Cincinnati (White Laundry Soap, Ivory Snow), on June 28 added WAVE and on July 1 added WHAM WLRZ to *Snow Village*, making a total of 67 NBC stations, Mon. thru Fri., 11:30-11:45 p.m. Agency: Compton Adv., N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury cosmetics) on July 28 shifts repeat broadcast of *Mr. & Mrs. North* on 21 NBC stations, from Tues., 12 midnight-12:30 a.m. to Wed., 12 midnight-12:30 a.m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion), from Aug. 8 thru Aug. 29 replaces Walter Winchell with Louella Parsons, Fulton Oursler, and a third commentator on *Jergens Journal* on 155 BLUE stations, Sun., 9-9:15 p.m. Agency: Lennen & Mitchell, N.Y.

CARTER PRODUCTS, New York (Arrid), on July 18 adds 78 BLUE stations, making a total of 155 BLUE stations, to *Jimmie Fidler From Hollywood*, in shifting from Sun., 9:30-9:45 p.m. to 9:45-10 p.m. Agency: Small & Seiffer, N.Y.

ROBERT LERSCH, U. of Wisconsin student engineer, has joined the staff of WTMJ-W55FM, Milwaukee. Paul Luke has joined the maintenance staff.

DUDLEY BUCK has joined the transmitter staff of KTMS, Santa Barbara, Cal., assigned to vacation relief work.

ENNIS L. TOLLESON, formerly with WTMC, Ocala, Fla., has joined the engineering staff of NBC, Chicago.

LUCY WILLIAMS, new to radio, has joined WSB, Atlanta, as control operator apprentice. She was formerly with the Signal Corps of the Fourth Service Command.

Gross, Taylor Buy KFMB, San Diego

SALE of KFMB, San Diego, to Jack O. Gross, general manager of the station, and O. L. (Ted) Taylor, president and general manager of KGNC, Amarillo, Tex., and president of the Taylor-Howe-Snowden group, subject to FCC approval, was reported last week. Amount involved was said to be about $95,000, depending upon terms of the contract, not yet announced.

The FCC last week approved an amended application of the Worcester Broadcasting Corp., licensee of KFMB, for voluntary transfer of control to First National Trust & Savings Bank of San Diego as trustee. The grant included renewal of license and limited to one year the tenure of the trust company as licensee, instead of the indefinite period requested in the original application. This change, the amended application stated, was to facilitate the effort of the trust company to find a satisfactory purchaser for the corporation.

Mr. Gross and Mr. Taylor would own the station on a 50-50 basis. Mr. Taylor is head of KTSA, San Antonio, KRGV, Weslaco, and KFYO, Lubbock, as well as KGNC, and a director of the Globe-News Publishing Co., Amarillo. Mr. Gross, who became general manager of KFMB last January with option to buy, subject to FCC approval, once identified with the former KEHE, Los Angeles, and KTBS-KWKW, Shreveport, La., has been in radio more than 20 years as announcer, producer, sales executive and manager.

Third Bowen in Service

THE THREE sons of the late Scott Howe Bowen, pioneer spot radio sales executive and owner of WIBX, Utica, are now serving in the armed forces. The latest to leave for training is Frederic C. Bowen who is now at Air Corps Training Center, St. Joseph, Mo. Roger C. Bowen, Air Corps, in training at the West Virginia U. and Sgt. Scott Howe Bowen is serving in the Amphibian Command, California. Mrs. Scott Howe Bowen's only brother, Sgt. Jack Potter, is with the 629th Bomb Squadron, Meridian, Miss.

Two more announcers from WBIX have recently entered the Army, making a total of 13 members of the staff now on active duty in the armed forces. Hal Smith (Pop Martin) and Jack Hagopian are now with the Air Corps.

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Midwest Local Needs good announcer who knows football and basketball. This is not a duration job. It pays a good salary. A family man would be preferred. Send information about yourself to Box 845, BROADCASTING.

Transmitter Engineers—Several vacancies exist for plant engineers with first class license. Permanent career positions with 50,000 watt station in South. Excellent opportunity for right men. Applications held in confidence. Give full details first letter to Box 854, BROADCASTING.

Salesmen—Good station with growing business, good organization, good volume of established business. Contact J. M. Smedley, Commercial Manager, WCMI, Ashland, Kentucky.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 858, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

Announcer—Permanent position with 5 kw regional network station for draft deferred, experienced man. Box 857, BROADCASTING.

Experienced Announcers—Wanted by clear channel station. Submit complete background details immediately. If you're not a top man, don't write. Box 867, BROADCASTING.

Fine Opportunity—For experienced news and staff announcer at regional station, basic network, in Midwest. Working conditions and salary attractive. Need good man who can deliver in front of the mike. Give references and state salary requirements. Box 866, BROADCASTING.

Situations Wanted

Station or Commercial Manager Available—4-F, college graduate, 35, married. 12 years' radio background includes all phases selling, merchandising, programming, promotion. 4 years assistant sales manager 5 kw metropolitan station; 8 years network sales. Reasonable salary. Box 864, BROADCASTING.

EXECUTIVE-GENERAL MANAGER-STATION MANAGER—17 years' experience. Newspaper and radio. Broad knowledge all departments. Good organizer, knows merchandising. 43 years of age, veteran last war. Interested in salary and commission arrangement. Best of references. Box 854, BROADCASTING.

Writer-Producer—Now heading copy department, important 50 kw key-outlet. Executive ability. Requisite knowledge. Can you offer responsibility with commensurate dough? Draft exempt ('cause I'm female). Details by return mail. Box 863, BROADCASTING.

RADIO-ENGINEER Desires connection as chief engineer with broadcast station preferably in midwest. Electrical engineering degree and thirteen years' experience covering engineering construction and maintenance. Draft status 3AH. Box 842, BROADCASTING.

MIDWESTERN COLORED BOY—With excellent voice wants job either announcing or operating. Third grade license. Draft 4F. Available at once. Box 856, BROADCASTING.

ANNOUNCING—Woman director with solid experience in all type commercial and service programs wishes position with bright future. Excellent voice for news, commercials. Transcription available. Box 841, BROADCASTING.

Situations Wanted (Cont'd)

Newsman — Wants editorship-announcer spot. Newspaper trained with radio continuity-news background. Mike work. Employed. 35, 3A. Available immediately. Box 853, BROADCASTING.

Staff Man—Experienced announcer, news, commercials, radio acting, directing, some writing desires position with larger future. College education, married. Cooperative and adaptable. Draft exempt. Available immediately. Box 852, BROADCASTING.

Engineer—First class ticket, 4F, experienced, single. Box 851, BROADCASTING.

Trained Radio Writer—Desires job with continuity department offering all types writing. Two years training in writing, announcing, dramatics, station operation under experienced teachers. 19 years old, 4-F, excellent references. Box 849, BROADCASTING.

Announcer—Reliable young woman with announcing experience desires work with progressive station. Dramatic background. Also experience in selling and continuity. Box 847, BROADCASTING.

VERSATILITY PLUS—Now employed as manager of two trade magazines; also edit two pages on radio, stage, screen and sports. Although little experience, extremely interested in radio field. Well rounded theatrical background, from recognized actor to theatrical executive. Flair for production, promotion, publicity, talent or spot time buying. Capable assistant to busy executive. Adaptable, available immediately. Excellent appearance, married, draft deferred. Prefer station or advertising agency in East. Box 862, BROADCASTING.

Wanted—Permanent position chief engineer, 1 kw or 5 kw station. Preferably N. Y., Pennsylvania, Ohio region. Qualifications by mail, or personally. Box 840, BROADCASTING.

NEWS, SPORTS, SPECIAL EVENTS ANNOUNCER—Adlib, play-by-play expert. Six years' experience handling national accounts on local and network stations. Successful mail puller and program builder. $65 base. 27, 4F. Box 846, BROADCASTING.

Young Man—Draft exempt, public relations, announcing and popular music background. Desires position employing one or all three talents. Box 844, BROADCASTING.

SPORTS ANNOUNCER—Seven years of play-by-play experience, four in Big Ten, looking for free lance Saturday football schedule. Middle West or East. Box 843, BROADCASTING.

Team—Manager, program man each experienced and holding executive positions now desire change to West Coast for permanent residence. Family men, draft deferred. Best selling, commercial, production references. Want to make change by Fall. Contact: Box 865, BROADCASTING.

Staff Artists—Man, draft 4H, wife, playing violin, piano, organ, cello, sax, vibraharp. Have solovox. Union. Radio experience. Address Keshner, Spring Mill Inn, Mitchell, Indiana.

TO RADIO'S HARASSED EXECS: Are you convinced you'll never have a successful **program director, producer,** or **continuity department** until "Johnny comes marching home?" There's an experienced and versatile answer to your problem at Box 861, BROADCASTING, and her name's not Anthony.

EXPERIENCED SALESMAN—Age 43 with family desires connection with radio station in the West. Now employed. Box 848, BROADCASTING.

Canada Licenses Up

AN INCREASE in the number of radio receiving licenses issued in Canada, at $2.50 each, was revealed in a report of the Dept. of Transport at Ottawa before the Parliamentary Committee on Broadcasting, from 1,623,489 in the fiscal year ending March 31, 1942, to 1,728,880 in the year ending March 31, 1943. Gross revenue from licenses in the 1942-43 fiscal year was $4,187,667, and after deducting commissions of 17.18 cents per license (down from 17.22 cents the year before), and administration costs, the balance of $3,667,340 was handed to the Canadian Broadcasting Corp. Checkups from returns made by dealers in radios and motor cars equipped with radios indicated 18,785 new licenses being issued.

GAMBLE STORES, users of spot announcements on KGVO, Missoula, Mont., have expanded their budget by adding the noon local news period three times weekly.

Wanted to Buy

Majority or Minority Interest—In local outlet. Will also consider management on a lease basis or profit sharing arrangement. Box 868, BROADCASTING.

Broadcast Station Equipment—Want to buy at once: One 250-watt transmitter and such station and studio equipment as available. Also one 100-watt transmitter. Also one 175 to 200-foot self-supporting vertical radiator. Please describe and give price. Box 850, BROADCASTING.

For Sale

Doolittle Radio Frequency Monitor—Model FD-8. Suitable for Crystal Grinding. Used only two weeks. Box 859, BROADCASTING.

Shaw From Pacific

JACK SHAW, American Red Cross Representative in Australia, who conducts *Your Red Cross Reporter* on Mutual, has been assigned to cover the Southwest Pacific battle area from New Guinea. Using Port Moresby as his base of operations, Mr. Shaw will record battle action in this area with portable recording equipment supplied by Australian Broadcasting Commission. Discs will be flown by courier plane to Brisbane, and then to Melbourne and will be shortwaved from that point to New York. First broadcast on Mutual will be heard July 31. Dave Driscoll, director of war services and news division of WOR, Mutual's New York outlet, has been assigned to similar documentary work in North Africa.

★ THE BRIGHT SPOT of Eastern New York ★

SCHENECTADY · WTRY · TROY
The Buying Triangle
ALBANY

Only BLUE Network Station Covering this Area

Represented by Raymer

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
321 E. Gregory Blvd., Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

33 Sponsors Take Advantage of CBS Discount Plan By Using Full Network

WITH celebration last week of the first anniversary of CBS' 15% full network discount plan, the network announced there are now 33 CBS advertisers using 49 different shows, or 95 separate program periods weekly, taking advantage of the plan. On July 15, 1942, when the discount went into effect, nine CBS advertisers using 19 separate program periods weekly increased their contracts to the full CBS network.

To adopt the full network facilities, 36 CBS programs, representing 68 individual program periods weekly, increased their stations. Thirteen clients scheduled the full network with the beginning of broadcast of their programs and are not included in that breakdown.

Recent Increases

The most recent advertisers to schedule the full CBS are Campbell Soup Co., increasing the station lineup by 50 for *Radio Reader's Digest*, effective July 18; and Ironized Yeast Co. which on July 20 will take the full net for *Lights Out*, as will Bayer Co. for *American Melody Hour*.

Following is the complete list of 33 advertisers and their 49 programs now on the full CBS network or scheduled to go on the complete network in the near future. The 13 starred programs are those taking the full CBS network when they were launched.

General Foods Corp., *Kate Smith Hour, The Adventures of the Thin Man*, William L. Shirer, Kate Smith Speaks, Joyce Jordan, M.D., Young Dr. Malone, We Love and Learn;* Lever Bros., *Burns & Allen*, Mayor of the Town*, Lux Radio Theatre;* R. J. Reynolds Tobacco Co., *Camel Comedy Caravan, Blondie, Thanks to the Yanks*;* Wm. Wrigley Jr. Co., *The First Line, Keep the Home Fires Burning, Sgt. Gene Autry;* Campbell Soup Co., *Jack Carson Show*, Radio Reader's Digest;* Colgate-Palmolive-Peet Co., *Hobby Lobby, Judy Canova Show;* American Home Products, *Our Gal Sunday, The Romance of Helen Trent;* Philip Morris & Co., *Crime Doctor, Philip Morris Playhouse;* Liggett & Myers Topacco Co., *Harry James' Music Makers;* Armstrong Cork Co., *Theatre of Today;* American Tobacco Co., *Your Hit Parade;* Coca Cola Co., *The Pause That Refreshes on the Air;* Eversharp Inc., *Take It or Leave It;* Curtiss Candy Co., *News With Warren Sweeney;* Texas Co., *Texaco Star Theatre;* P. Lorillard Co., *Sammy Kaye's Orchestra;* Celanese Corp. of America, *Great Moments in Music;* Parker Pen Co., *Ned Calmer—News;* Philco Corp., *Our Secret Weapon*,* Lady Esther Co., *Screen Guild Players;* Chesebrough Mfg. Co., *Dr. Christian;* Chevrolet Dealers, *John B. Kennedy*;* Quaker Oats Co., *That Brewster Boy;* Electric Companies Adv. Program, *Report to the Nation* (eff. July 27)*; Bayer Co., *American Melody Hour* (eff. July 20); B. F. Goodrich Co., *Meaning of the News*—Joseph Harsch*; Ironized Yeast Co., *Lights Out* (eff. July 20); Emerson Drug Co., *Vox Pop* (eff. July 19); Chrysler Corp., *Major Bowes' Amateurs;* Owens-Illinois Glass Co., *Your Home Front Reporter*;* E. R. Squibb & Sons, *Calling America*;* U. S. Rubber Co., *New York Philharmonic Symphony**, and General Electric Co., *The World Today**.

Dell Screen Show Plans Snagged by AFRA Rule

PLANS by Lennen & Mitchell, New York, for a half-hour program featuring Hollywood screen stars to go on the BLUE in August for Dell Publishing Co., New York, have run into a snag on the West Coast through the invocation of "Rule 15" by the national board of the American Federation of Radio Artists.

This rule in the AFRA by-laws prevents AFRA members from appearing on a commercial radio program for less than their regular salaries. Lennen & Mitchell had planned to pay the performers the AFRA minimum when they appeared on the series in an exploitation tie-up between *Modern Screen* magazine and its writeups of the stars latest films.

With the AFRA objection to the plan, the appropriation for the program will now have to be reapportioned. James Andrews, L&M radio director, is on the West Coast straightening out the matter with AFRA, probably returning to New York the beginning of next week.

TYPE OF TEST May Determine 'Results' Of Radio Advertising

IMPORTANCE of station participation in tests conducted by clients to determine results of radio advertising has been brought to light in an experience related to BROADCASTING last week by T. J. McMahon, account executive for WAGE, Syracuse.

When a local plant repeatedly reported that its radio announcements for war workers had failed to bring results, Mr. McMahon was prompted to investigate the matter, in view of the fact that on previous occasions excellent results in this field had been secured. He learned that applicants interviewed at the plant's personnel office were asked the following question:

"Did you read our ad in the newspaper?"

If the applicant answered in the affirmative, he was asked "which paper?" If he answered in the negative, he was asked: "then how did you happen to come in?"

Following this discovery of the "test" used in his plant to measure results of radio advertising, the client decided to reconsider his previously announced decision to discontinue announcements on the air. Mr. McMahon points out that station executives handling accounts must anticipate the weakness of tests employed by local firms and make sure that some accepted system of measurement reaches the hands of the client before a test is made.

Hosiery Test

J. W. LANDENBERGER Co., Philadelphia, has started a test campaign on WEAF, New York, for its Randolph Knit Hosiery. Contract calls for participations in Mary Margaret McBride's five-weekly program for a period of eight weeks, and represents the firm's first use of radio. Agency in LaPorte & Austin, New York.

Drawn for BROADCASTING by Sid Hix

"The Local Government Press Agents Are Driving the Program Department Nuts Since the OWI Budget Was Cut!"

RUNYON IS NAMED KRLD'S PRESIDENT

PROMOTION of John W. Runyon, vice-president and managing director of KRLD, Dallas, to the post of president of the KRLD Radio Corp. and first vice-president of the *Dallas Times Herald* was announced last week by Tom C. Gooch, president of the newspaper and chairman of the board of the radio corporation.

Simultaneously, Clyde W. Rembert, station and commercial manager of KRLD, was promoted to

Mr. Runyon

Mr. Rembert

managing director of the station, succeeding Mr. Runyon. The promotions followed the recent death of Albert Swinsky Jr., vice-president and general manager of the newspaper and president of KRLD [BROADCASTING, July 12].

Mr. Runyon, a veteran employe and executive of the newspaper company, has been vice-president and managing director of KRLD since July, 1935. He was formerly advertising manager of the newspaper. Mr. Rembert has been with KRLD for 17 years, starting as a salesman.

D. A. Greenwell was named second vice-president and secretary-treasurer of the *Times Herald* and vice-president and treasurer of KRLD. Allen Merriam became director of both the *Times Herald* and KRLD, and Clyde A. Tabet was named secretary of KRLD. Albert N. Jackson, of the editorial staff, was appointed assistant to the president of the *Times Herald*.

Named Walker Aide

DR. WALTER B. EMERY, a former assistant to Rep. Mike Monroney (D-Okla.) and professor of speech at Ohio U., 1940-1943, has been appointed secretary and legal assistant to FCC Commissioner Paul A. Walker. He succeeds the late Edward F. McKay. Dr. Emery received an LL.B degree from Oklahoma U. and Ph. D. from U. of Wisconsin, with special graduate studies in public administration and utility regulation and was director of WNAD, U. of Oklahoma, and later professor of radio law and speech at the university. In the summer of 1937 Dr. Emery was an associate attorney with the FCC and in 1943 was appointed personnel counselor for Curtiss-Wright Airplane Co., Columbus, O. He is a member of the Oklahoma Bar Assn. and Phi Alpha Delta legal fraternity.

ORRIN E. DUNLAP Jr., manager of the department of information of RCA and author of numerous books on radio, is now at work on *Radio's 100 Pioneers in Science*, to be published early in 1944 by Harper & Bros. Book is a collective biography of radio scientists, built around the evolution of radio.

XUM

IN 32 CITIES OF ITS PRIMARY AREA, AND IN 218 RURAL COMMUNITIES AROUND THEM

WLW DELIVERS 41.4% OF ALL *morning* LISTENING*

This dominance is in a market whose 12 million people buy more drug and grocery products than are sold in New York's five boroughs and the City of Chicago combined.

**A weighted average figure, based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area. Remainder of audience is divided among 53 other stations identified by call letters in the Hooper report.*

41.4% OF ALL MORNING LISTENING IN

ADRIAN, MICH.
ANDERSON, IND.
BLOOMINGTON, IND.
CHARLESTON, W. VA.
CINCINNATI, OHIO
COLDWATER, MICH.
COLUMBUS, OHIO
DAYTON, OHIO
FINDLAY, OHIO
FT. WAYNE, IND.
FOSTORIA, OHIO
HILLSDALE, MICH.
HUNTINGTON, W. VA.
INDIANAPOLIS, IND.
IRONTON, OHIO
ASHLAND, KY.
KOKOMO, IND.
LANCASTER, OHIO
LEXINGTON, KY.
LIMA, OHIO
MANSFIELD, OHIO
MARION, IND.
MARION, OHIO
MONTPELIER, OHIO
MUNCIE, IND.
NEWARK, OHIO
PARKERSBURG, W. VA.
PORTSMOUTH, OHIO
RICHMOND, IND.
SPRINGFIELD, OHIO
TERRE HAUTE, IND.
TIFFIN, OHIO
ZANESVILLE, OHIO

—*Plus* 218 RURAL COMMUNITIES AROUND THEM

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION